Dawson Gyllenhammer
Graphic Designer

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Personal Statement

I'm a designer that values versatility and concept-driven solutions. My practice is founded on a curiosity, and a genuine desire to learn and expand my skill set. I firmly believe that design is an act of storytelling, and that great design is only led by great ideas.

Professional Experience

Zentera Systems Inc. / Designer
SEPT. 2024 — PRESENT   INDUSTRY / CYBERSECURITY
I headed a re-brand of Zentera's presentation decks and marketing collateral. This process included re-designing their current icon library to be consistent and scalable. I later produced a series of stickers and playing card designs, to be used as trade show merchandise.

Associated Student Productions / Freelance Designer
FEB. 2024 — MAR. 2024   INDUSTRY / WWU EVENT PLANNING
I collaborated on a re-brand for *Lawnstock 2024*, Western Washington University's annual music festival. Work included building out files for large-format printing, formatting a series of social media posts, making promotional print advertisements, and designing merchandise.

Aspire Adventure Running / Design Intern
JUNE 2023 — SEPT. 2023   INDUSTRY / OUTDOOR RECREATION
I structured and designed a series of informational "course packet" booklets in inDesign, which were personalized for each outdoor running trip. I built out an icon library, as well as info-graphics for each course packet. I designed custom graphics for printable trail maps, to be used as essential guides on no-service trails. I also created large-format posters for event promotion, and designed full-page ad's to promote events in outdoor recreation magazines.

Education

Western Washington University / Bachelor of Fine Arts in Design
CUMULATIVE GPA / 3.98   MINOR / HONORS COLLEGE
I was given an intensive and comprehensive design education, within a cohort of 12 dedicated designers. My professors were intimately committed to our success, and personalized our education to match our professional goals. While at school, I participated in multiple group projects, and I learned the importance of collaboration and constructive criticism in the execution of high-quality design solutions.

Programs
- Figma
- Photoshop
- Illustrator
- InDesign
- After Effects
- Blender
- Cinema 4D
- Nomad Sculpt
- Procreate
- HTML/CSS3

Skill Set
- Branding
- Illustration
- 3d Modeling
- UI/UX Design
- Motion Design
- Packaging Design
- Layout Design
- EGD
- Front-End Web Development

References available upon request.