

Sherry Dawson, Designer

Portfolio

www.sherrychendesigns.com

Password: SCD2022

Contact

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Publicis Sapient, Visual Designer

07/2021 – present | Los Angeles, CA

Led and worked with designers, strategists, writers and web developers across three teams. Produced assets for web, mobile, social campaigns, events and digital solutions. Responsible for crafting and maintaining a unified image that wove together composition, color, typography, iconography, textures, photographic curation, and usability.

Gemini Food Corp, Freelance Designer

06/2020 – present | Los Angeles, CA

Die-line creation, packaging design, CAD models, marketing collaterals for print and digital. Products were produced for United States and Asia markets.

R&CPMK, Designer (Advantage Brand Sponsorship & Experience)

07/2018 – 06/2020 | Los Angeles, CA

Led and worked with clients to create thoughtful design solutions across multiple platforms, win client affinity and new business. Executed over 20 projects which include award-winning creative, experiential production, sponsorship consulting, event marketing, global creative strategy, campaign development, dynamic social content, immersive new media concepts, digital solutions, and brand development.

Freelance Designer

05/2018 – present

Visual design, art direction, brand development, packaging, print, and digital marketing for small business and brands.

The Pablove Foundation, Graphic Designer

06/2016 – 05/2018 | Los Angeles, CA

Provided art direction, worked on campaign productions, events, marketing strategy, social content creation, website design, and brand development. Managed four interns and assigned them tasks and roles on projects.

Additional Projects

Special Olympics World Games, Designer

2014-2015 | Los Angeles, CA

Scaled the event to a global level by creating consistent iconic design, global creative campaign, marketing production, wayfinding and translate the brand into a physical experience.

Loa's Project (Short Film), Graphic Designer

2018 | Los Angeles, CA

Designed titles, end credits, and marketing collateral for print and digital media outreach.

Spa Sybarite (Short Film), Executive Producer

2022 | Los Angeles, CA

Assisted the director in pre and post-production logistics as well as creative direction with respect to graphic design of titles, user interfaces and marketing collaterals for press kit.

Art Center College of Design

Product Design, Bachelor of Science
Pasadena, CA | 2015

California Institute of Technology

Design for the Developing World
Pasadena, CA | 2014-2015

Skills

Visual Design
Storyboarding
Experiential Design
Wire-framing
Prototyping
Modeling/Render
Typography
Photography
Print Production
Packaging

Tools

SketchUp
V-Ray
Solidworks
Sketch
Figma
Miro
Keynote
Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- AfterEffects
- Lightroom
- Adobe Dimension

Recognitions

IDSA Awards- Finalist

RYTM | 2013

EMA Summit Awards- Winner

Music Midtown | 2019