



## Dawn R. Leeny

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- Mac OS
- Adobe CS5
- Quark Xpress
- Microsoft Office
- Brand Identity
- Concept development & execution
- Visual Design
- Illustration
- Photo retouching
- Scanner software
- Print file assembly
- CSS and HTML

### PROFESSIONAL SUMMARY:

Senior Graphic Designer with broad design experience in sales promotion, marketing, and commercial printing companies. Extensive experience with tier one customers including Domino's Pizza, Pizza Hut, Johnson & Johnson, T-Mobile, McDonald's and J. Walter Thompson.

### EXPERIENCE:

**DRL Design** Berkley, MI  
Freelance Graphic Designer/Owner 2010 - Present

- Collaborate with customers to develop brand identity, develop logos, marketing campaigns, promotions, internal and external print design, web support, and digital photo restoration.

**SAVE on Everything** Troy, MI  
Graphic Designer/Production Artist 2009 - 2010

- Supported external customers with promotions and marketing campaigns.
- Responsible for graphic design of monthly direct mail promotions. Researched best resources, images, typography to best convey the client marketing message.
- Operate flatbed scanner, digital reproduction and image development.

**Valassis Sales and Marketing** Livonia, MI  
Senior Graphic Designer 1989-2008

Promoted to Senior Graphic Designer in Sales and Marketing due to success of Domino's Pizza relationship.

- Supported internal and external customers with promotions and marketing campaigns.
- Assisted corporate creative team in re-branding of company.
- Key designer for the specialty retail sales vertical.
- Executed monthly loyalty direct mail program for grocery retailer Food Lion.
- Developed strategic briefs for marketing, agency campaigns, and print promotions.
- Responsible for graphic design and assembly of quarterly international program.

Graphic Designer (VIP - Division)

Promoted to client-facing position as member of the division team which experienced substantial growth becoming a core product generating over \$100 million in annual sales.

- Exclusive design / consultative position for Domino's Pizza.
- Executed monthly print program increasing revenue from \$50,000 to \$2,500,000 in the first year.
- Wrote creative/client services/production process map defining roles and responsibilities which drove internal efficiencies for the program.
- Awarded VIP Impact Award for outstanding print promotion / art direction for Domino's.

Digital Typesetter / Keyliner / Production Artist

Selected as one member of a 6 person core group (out of field of 100) software and operating system to bring company from paper based to digital production.

- Trained selected department members on Macintosh software.
- Created data security protocol and weekly data security backup processes.
- Member of pre-press production team including typesetters and proofreaders.
- Used technical skills including production cameras to create promotional materials for customers.

### EDUCATION:

Print and Web Design, New Horizon Computer Learning Center, Troy MI (Recently completed)

Trouble Shooting and Maintaining Macintosh, Rockhurst University Continuing Ed. Center, MO Macintosh System and Software Training, Imageset, Ann Arbor, MI

Art Education, Wayne State University, Detroit, MI

Commercial Art, Cass Technical High School, Detroit MI