

DORA DONALDSON

SENIOR GRAPHIC DESIGNER

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nationalities and eligible to work in: HU (EU), CH, USA

availability: immediate

PORTFOLIO & CLIENT LIST

www.hippcreative.com

SUMMARY

A multi-disciplinary and experienced graphic designer with a clean and impactful visual style. Experience ranges from global companies handling 4000+ artworks, design agencies needing 200+ deliverables same day, managing multiple stakeholders to deliver for clients, to branding for small businesses and start-ups.

SKILLS

Graphic design, Design systems, Corporate Identity, Packaging design, 3D renderings, Branding, Print design, Digital designs, Advertising, Adobe Creative Suite, InDesign, Photoshop, Illustrator, Sketch, Figma, Prototyping, Blender, Artwork Management, PowerPoint, Keynote, Communication

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER AT HIPPCREATIVE

March 2016 – Present in Zurich, Switzerland and Kuala Lumpur, Malaysia

- Designing and executing corporate identity and branding materials for globally recognized brands, including Sika, Publicis Groupe, Iqos, Philip Morris, and La Prairie; resulting in increased brand recognition and customer engagement across various touchpoints
- Creating successful marketing and advertising campaigns, brochures, illustrations, packaging artwork, detailed technical drawings, technical documents and data visualizations in accordance with brand identity guidelines
- Conceptualizing and developing brand identity guidelines based on expert knowledge of industry standards and latest design trends
- Securing \$200,000 funding for a start-up with an engaging pitch deck presentation design
- Leading end-to-end management of design project teams, overseeing vendors and production, ensuring high standards for a happy and recurring client base

GRAPHIC DESIGNER AT PUBLICIS GROUPE (LEO BURNETT, SOHO HOUSE)

January 2020 – June 2020 in Zurich, Switzerland

- Creating engaging designs while maintaining brand consistency across various advertising channels for print and digital media
- Acquiring new clients through successful pitch presentations and campaign concepts
- Revamping visuals and messaging based on client briefs for brochures, flyers, OOH billboards, packaging, email campaigns, landing pages
- Prototyping and quality assurance for user interfaces and preparing assets for development
- Stylizing and editing photos for key visuals, image assets
- Permanent role that was shortened due to family's relocation to Malaysia

HEAD DESIGNER AT THE GIPFELI COLLECTIVE

March 2016 – August 2019

- Creative and art direction for a variety of clients from corporations to start-ups
- Defining all aesthetic aspects of brand design, including defining overall look and feel for brand, developing brand guidelines, overseeing photoshoots and executing final design assets

LAYOUT COORDINATOR (PACKAGING) AT SIKA SERVICES AG

January 2012 – February 2016

- Harmonizing global corporate identity implementation for all corporate packaging artworks in 100+ countries by managing designers and building key relationships between health and safety department, procurement, local subsidiaries, and suppliers
- Reducing storage costs by efficient management of artwork database
- Streamlining packaging process from concept to printing by implementing a workflow and checklist system, identifying, and resolving inefficiencies and slashing the turnaround time for the design process

EDUCATION

Graphic Design Intensive Foundations, The Graphic Design School

June 2014 – June 2016

- Certification with Distinction
- Design systems, Typography, Logo design, Color management, Photography, Packaging

BA Hons Psychology and Economics, University of Newcastle-upon-Tyne

September 2007 – June 2010 in Newcastle, United Kingdom

- Graduated with Honors
- Decision making, Consumer psychology, Behavioral Economics, Media & Communications

LANGUAGES

English (mother tongue)

Hungarian (mother tongue)

German (B1/B2)

French (B1)