



SR DESIGNER

425.205.7600

hello@dyandoody.com

dyandoody.com

EXPERIENCE

THE RIVETER

Senior Designer · 2019 - 2020

Led product design for our multi-disciplinary team to ensure designs met stakeholder requirements, grew member base, and improved accessibility of site features and enhancements. Created a pattern library of reusable design components to unify UI and interaction design for The Riveter across all digital platforms. Collaborated with engineering to ensure every design was based off said design system and met brand guidelines. Design projects also included vector illustrations, landing pages, iconography, print layout, and more. The Riveter website improvements as well as other company initiatives increased member growth +300% within 6 months.

DYAN DOODY CREATIVE

Freelance Designer · 2013 - present

Provide end-to-end freelance design services for a range of clients. Projects include ideation, branding and identity design including logo design, art direction, user experience, visual design, illustration, marketing materials, print, and more.

GETTY IMAGES

Lead Designer / Designer · 2016 - 2019

Defined design strategy and creative direction for multi-million dollar B2C/B2B commercial prints business for Getty Images. Brand oversight included Photos by Getty Images and Getty Images Gallery. Created new brand guidelines to establish brand identity for each brand and managed a team of creatives for all things design including websites, digital marketing assets, print materials, and trade collateral. Led site redesigns with a focus on customer experience and ease of ordering to increase conversions. Efforts for Photos by Getty Images resulted in +100% YoY revenue growth, 40% YoY conversion growth, and +300% ROI on marketing spend.

POSSIBLE

Designer · 2015 - 2016

Designed for a variety of clients including Microsoft, BECU, Komen, Burt's Bees, and others. Partnered closely with creative agency teams to create responsive website designs, infographics, business collateral, multi-option client pitches, and social campaigns.

EDUCATION

SEATTLE CENTRAL CREATIVE ACADEMY

Graphic / Product Design

Associate of Applied Science

WESTERN WASHINGTON UNIVERSITY

Photography / Visual Arts

Bachelor of Arts

SKILLS

DESIGN

Adobe Creative Suite
Creative Direction
Branding & Identity
Layout
Visual
Print

PRODUCT

HTML, CSS, PHP
Responsive Web
Mobile Design
UX & UI
Sketch
Figma

ART

Photography
Oil Painting
Screen Printing
Illustration