



DANA GEORGE

About

Experienced creative professional with a strong agency background, specialising in visual design and brand management for diverse clients. I have a strategic mindset with a passion for problem solving. A strong understanding of branding principals and market positioning. Exceptional communication and presentation skills to articulate brand strategies effectively. Proven ability to collaborate with marketing teams and company leaders as a trusted creative partner, streamlining work flows and driving impactful visual solutions. Dedicated to open communication, idea-sharing, and delivering exceptional results while fostering strong client and team relationships.

Online Portfolio



dana-george.com



[LinkedIn/DanaGeorge](#)

References

Available upon request



Education

UX Certification in Interaction Design

Nielson Norman Group

2015

Bachelor of Fine Arts Degree

University of North Texas

1999



Work Experience

Professional Compounding Center of America (PCCA)

SENIOR GRAPHIC DESIGN MANAGER

2022 - 2025

I lead a team of designers for an in-house agency. I review and approve design work to ensure that it meets the required quality and follows brand standards. We also develop sub branding for corporate sponsored events such as conferences, seminars and education classes. This requires logo and brand development to serve as an identity for these corporate events. I bring a deep understanding of branding principles, market positioning, and audience engagement. I cross collaborate with other departments such as the marketing team, the sales team, multimedia team, and the copywriters to make sure all necessary requirements and time lines are being met.

Creative Circle

FREELANCE VISUAL DESIGNER

2019 - 2022

Collaborated with diverse clients across industries, delivering projects that combined strong brand development expertise with creative design solutions. Highlights include designing and building a website for the Houston Health Museum, creating an email campaign template for Covenant House Texas, and producing pitch decks and marketing collateral for a civil engineering firm. Skilled in developing cohesive brand identities and translating them into impactful digital and print designs.

Clear Sky Developments

MANAGER OF CREATIVE SERVICES

2017-2019

With a focus on real estate websites, I collaborated with agency account managers, sales personnel, and SEO experts to design and develop websites for real estate investors. I designed branding and identity elements to be incorporated into their websites. The websites utilized residential property listings to attract capital investment. I also leveraged API integration of MDX to streamline the process of feeding property listings onto our websites.

BlueMatrix Technologies

PROJECT MANAGER OF DIGITAL SERVICES

2015 - 2017

As a project manager for a digital marketing agency I managed the upkeep and modernization of client websites to ensure compliance with SSL and WCAG standards, alignment with design trends, and optimal performance. Skilled in website project management, including requirements gathering, site planning, build, testing, and launch. Collaborated with SEO teams to optimise content, improve load times, and enhance user experience. I developed a strong understanding of user experience design, incorporating user feedback and testing to ensure that our designs were intuitive and easy to use. In addition, I enhanced my knowledge of SEO, API integration, and accessibility standards. I was also responsible for training account managers in CMS (content management system) usage.

Standing Dog Interactive

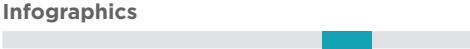
SENIOR INTERACTIVE DESIGNER

2010 - 2015

Developed comprehensive brand strategies for hotel and resort clientele, ensuring consistency across print and digital touchpoints, including emails, websites, social media, catering menus, property maps, and wedding brochures. Designed and executed cohesive brand experiences that maintained visual and strategic alignment across all marketing channels.

Technical

BEGINNER —————> EXPERT



Verizon INTERACTIVE DESIGNER

2009 - 2010

As the lead designer for Verizon Fios, I was responsible for creating and designing the web page user interface, with a focus on usability, functionality, and user satisfaction. I collaborated with the user research team and the information architects to align their efforts with the design. Using my knowledge of best practices in brand development, I created a wide range of design elements, from the development of low-level icons and buttons to the creation of complex wire frames and user flows. My role helped to enhance the overall user experience for Verizon Fios customers, delivering a seamless and visually engaging interface that met the needs of a diverse user base.

Telligent Systems ART DIRECTOR

2006 - 2009

Designed and developed websites, marketing tools, and presentations for Telligent Systems, a tech startup supporting both internal sales and marketing efforts and client-facing communications. Delivered creative web design services to public-facing clients by customizing a proprietary enterprise blog API to align with their brand identities. Played a key role in promoting and selling creative services to clients purchasing the proprietary blog platform, enhancing brand value and customer satisfaction.

The Dallas Morning News ART DIRECTOR

2004 - 2006

As an in-house agency art director for the advertising department, I was responsible for a diverse range of advertising design concepts for newspaper advertising clients. My areas of expertise included print design, editorial layout design, and art direction for photo shoots. I created sales presentation materials as well as photo retouching for consistent look and feel of the ad campaigns. Through my creativity and technical skills, I consistently delivered high-quality designs that enhanced the overall effectiveness of advertising campaigns and editorial content.

Fossil JUNIOR ART DIRECTOR

1999 - 2004

Designed and developed print materials, product catalogs, pitch presentations, and marketing assets to showcase Fossil products and packaging. Art-directed photo shoots to ensure watches were consistently photographed with uniform lighting and angles, creating a cohesive, brand-aligned product catalog. Designed watch products and packaging for high-profile licensed brands, including Disney, Barbie, and Warner Brothers, maintaining brand integrity and visual appeal.



Freelance Projects

One of the key benefits of taking on freelance work is the opportunity it provides to expand my design capabilities across different industries. Through these projects, I was able to stretch my creative skills and apply them to new audiences and different brands. This has enabled me to develop a versatile approach to design, by continually challenging myself to explore new industries and creative approaches. These projects have aided in my career development to deliver one-of-a-kind results.

Hines PRESENTATION SPECIALIST

2022-2024

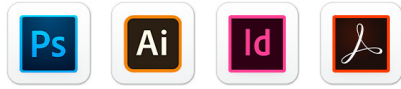
I took ordinary power point slides and elevated them into dynamic, engaging visuals with minimal guidance. The in-house marketing team at Hines assigned projects on a weekly basis which allowed me to showcase my ability to tailor designs to specific audiences while maintaining clarity and impact. I incorporated transitions, animations, and interactive elements. Additionally, my proficiency in Photoshop and Illustrator allowed me to incorporate custom icons, maps, and diagrams to enhance presentations further. Other work included sales sheets, conference materials, and internal company announcements and promotions.

Tools

PRESENTATION



DESIGN



USER EXPERIENCE



PROJECT MANAGEMENT



Freelance Projects (Continued)

Implico

GRAPHIC DESIGNER

2021

Implico specializes in writing, designing, and printing employee benefit booklets for large Fortune 500 companies. A seasonal surge of activity leading up to October, when employee open enrolment typically takes place. During this busy period, I was able to jump in and help the team produce several HR benefits booklets in Adobe InDesign. I created long form documents utilizing all of InDesign's capabilities of parent pages, paragraph styles, table styles, GREP codes, chapters, and implementing user interactivity with hyperlinks and cross document linking. One of the most enjoyable aspects of this work was creating cover designs for the booklets, utilizing my creativity and design expertise to develop eye-catching and effective visual solutions. Through my efforts, I helped to ensure that the booklets were produced in a timely and effective manner, delivering high-quality results for their clients.

Hangar67

UX DESIGN DIRECTOR

2020

As the temporary UX designer for this online classified ad website for aviation vehicles, I leveraged my expertise in user experience design to enhance the site's functionality and usability. Through my efforts, I redesigned key pages to improve readability and make it easier for users to find the information they need to make a purchase. By incorporating intuitive navigation and clear calls to action, I helped to streamline the user journey and improve conversion rates. Through my commitment to delivering a seamless and engaging user experience, I helped to establish the site as a leading destination for aviation enthusiasts and professionals alike.

Awards



AM> | Houston

2023 Crystal Award for B2B
Ad Campaign

GameWagers

INTERACTIVE DESIGNER

2013

As the sole designer on a team of business developers, I led the brand creation and styling of a website focused on e-sports spectating and betting. The app allows users to stream live games/matches and to place wagers/bets on the outcomes. I provided an engaging and interactive user interface for e-sports enthusiasts. Through my efforts, I created the site logo, colors, icons, architecture, prototypes, and high-fidelity mock-ups that served as the foundation for the app's development. By utilizing my expertise in user experience design and visual design, I was able to create an app that was both functional and visually engaging, helping to drive user engagement and adoption.

