



1431 Cottage St. Alameda, CA 94501
 www.creativedana.com
 dana.constance@gmail.com
 510 206 8222

Graphic Designer. Creative. Left-handed Capable Person

My design approach cleverly employs typography, color, composition, balance and humor to achieve compelling solutions. My vision has been applied in many areas of industry, education and entertainment as I continue to evolve through growth, exploration, and skill development.

EXPERIENCE

Collaborative Solutions, Pleasanton, CA, Manager, Graphic Design *2019 – Present*

- ▶ Manage Primary print and web design team within Collaborative Solutions Marketing and Event Team
 - ▶ Set up design services for the company as the first in-house creative hired by growing company
 - ▶ In charge of creating visual theme for internal and external event invitations
 - ▶ Design exhibit booth for all small and major industry events
 - ▶ Designed new company core values infographic

Stanford Blood Center, Palo Alto, CA, Marketing & Brand Manager *2013 – 2019*

- ▶ Primary print and web design resource and marketing manager for Stanford Blood Center’s Marketing and Communications Department
 - ▶ In charge of creating, managing and executing marketing campaigns in efforts to recruit and retain blood donors
 - ▶ Updated technology and workflow standard of department by implementing best practices in project management, analytics and metrics
- ▶ Created branding for Give Good, a yearly critical-need blood drive campaign based on partnerships with local non-profits, including Habitat for Humanity, Humane Society Silicon Valley, and Good Karma Bikes
- ▶ Lead brand refresh as the organization transitions from Stanford University to Stanford Healthcare Inc.
 - ▶ Created and lead of organizational growth strategy plan for the San Jose area

Waste Management, Inc., Oakland, CA, Senior Creative Designer *2010 – 2013*

- ▶ Created graphic design services department for the Cal Bay Market Area Communications Department, including creating localized standards, proposal and presentation templates, and project tracking
 - ▶ Designed and developed a standard of waste and recycling service guides now being used in cities, counties and districts across Northern California from Fort Bragg down to Monterey County
 - ▶ Teamed with Sales, Marketing, Communications and Contract Compliance departments to develop and implement waste, compost and recycling programs for various school districts and universities including: Oakland Unified School District, Livermore Valley Joint Unified School District, California State University East Bay, and California State University, Monterey Bay Developed branding and collateral for company’s new offering of localized organic landscaping products line, WM EarthCare™
- ▶ Conceived, designed & executed The Cal Bay Transformation Wall, a 50-foot long wall exhibit explaining the company’s business currently and into the future
 - ▶ Art directed the company’s 2013 proposal bid to retain it’s City of Oakland service contract, valued at over \$1.5 billion



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International Parking Design, Inc., Oakland, CA, Marketing Designer 2008 – 2010

- ▶ Designed and maintained various marketing department collateral for architecture firm specializing in LEED-certified parking structures
- ▶ Designed winning proposal document for a LEED-certified parking structure for the City of Santa Monica
 - ▶ Designed the firm's 2009 showpiece calendar

Tetra Tech, Inc., Lafayette, CA, Graphic Designer 2006 – 2008

- ▶ Conceptualized and illustrated informational graphics for new environmental studies and theories
- ▶ Designed a series of books showcasing landmark studies done by the R&D office of the company
 - ▶ Designed collateral and poster pieces for trade-shows, conferences and office display

KPMG, LLP, San Francisco, CA, Proposal Manager 2000 – 2005

- ▶ Managed staff of graphic designers, desktop publishers, word processors, writers, editors and print operators in the firm's Pacific Northwest offices
- ▶ Lauded firm-wide for managing KPMG's The Global Fund client proposal, the firm's biggest win in 2003
 - ▶ Awarded two Standing Ovation awards for multimedia presentations

Thunderbird Theatre Company, San Francisco, CA, President & Art Director 1999 – Present

- ▶ Conceived and executed marketing promotional campaigns for successful independent theatre company, three times garnering front page images in the San Francisco Chronicle's 96 Hours entertainment section
 - ▶ Wrote and edited copy for promotional materials for shows and events
- ▶ Co-wrote productions in 2000's *The Nite-Lites*, 2006's *Release the Kraken*, and 2011's *Salty Towers*

EDUCATION & ASSOCIATIONS

- ▶ **Coursera.org**, UX Design Online Program — Marketing Program (Ongoing)
- ▶ **San Francisco State University**, San Francisco, CA — Marketing Program 2017
- ▶ **California College of the Arts**, San Francisco, CA — Graphic Design Program
 - ▶ **College of San Mateo**, San Mateo, CA — Certificate, Graphic Arts 2007
 - ▶ **AIGA** Member, San Francisco Chapter
 - ▶ **Society of Marketing Professional Services**, San Francisco Chapter

SKILLS

- ▶ **Print:** T-shirts, Online and Print Advertising, Proposals, Reports, Logos, Flyers, Stationery Systems, Postcard Mailers, PowerPoint Decks, Brochures, Event Programs, Outdoor Signage, Sales Collateral systems
- ▶ **Multimedia:** Product & Event Photography, Slide Shows, Exhibit Design, Vehicle wrapping, Web Design, UX Design, Digital Video Editing, DVD Authoring, UX Design Concepting
- ▶ **Marketing and Promotional:** Posters, T-Shirts/ Brand Clothing, Trade Show booths, Engraved Glassware

SOFTWARE

- ▶ Adobe Creative Cloud Suite; QuarkXPress 6.5; Microsoft Office; Hubspot, Highspot, Salesforce