



**Bonnie Dain**

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**bonniedain.com**

## Education

BFA, Graphic Design  
**Cornish College of the Arts**  
Seattle, WA, 1997

UX Foundations Program  
**Designlab**  
Online Program, 2020

## Software Expertise

**Adobe Creative Suite CC**

Photoshop

Illustrator

InDesign

**MS Office**

**Figma**

## Key Skills

- Brand Design
- Creative Problem Solving
- Social Campaigns
- Photoshoot Art Direction
- Digital & Print Campaigns
- Concept Development
- Creative Direction
- Team Leadership
- Icons & Digital illustration

## Summary of Qualifications

In-depth experience in all mediums including print, digital design and illustration. 20+ years of graphic design experience and 5+ years of leadership experience with a focus on high-quality design. Have worked with multiple Fortune 500 companies producing large scale projects in both domestic and global markets. Strong conceptualization skill with the ability to lead teams and carry projects through to production. Exceptional relationship and management skills; highly driven with the ability to work well in fast-paced, cross-functional environments.

### Art Director | Amazon, Global Marketing, Workforce Staffing, 5/21-Present, Remote

- Work with the website and internal campaigns team to create web pages, Icons and digital illustrations supporting the internal recruiting WFS brand.
- Work closely with the creative director and creative managers to answer briefs and deliver high quality design.
- Concept and flush out digital campaigns focused on seasonal and permanent recruiting for Tier 1 candidates.
- Created and developed a cohesive brand deck, exploring new branding elements and ideas including typography, photography styles, branded illustration styles and icon systems.

### Art Director | Butter London, Marketing 1/18-10/20, Remote

- Managed 3 direct reports for the digital and print teams. Responsible for yearly reviews and recommendations on raises and future goals for each report. Set a bar for creative excellence and led by example. Inspired and motivated the team with positivity, creativity and thoughtful leadership.
- Directed the design strategy and deliverables of multi-channel campaigns. Guided all creative efforts to deliver premium design and creative solutions.
- Art directed off-site photoshoots in Los Angeles and Atlanta and Seattle; sourcing props, models, photographers and videographers. Choosing final selects, hero images, and social assets.
- Created seasonal and product launch multi-channelled 360 campaigns, from concept to production.
- Worked with the digital and print teams to create social media campaigns, digital and print advertising, retail packaging, B2B environmental designs, retail store kiosks, and UI and UX web design.

### Senior Designer | Nordstrom, Creative Campaigns, Marketing, Seattle, WA 10/15–06/17

- Developed and championed the Nordstrom brand in support of the overall marketing vision objectives and channel business needs. Worked with Gift Card, Strategy and Creative Campaign teams.
- Managed a team of internationally located illustrators, managing budgets, timelines, workflows, and deadlines for the Gift Card/Loyalty team to promote new store openings.
- Worked closely with internal teams to improve the customer e-commerce experience. Concepted new packaging, the online customer experience and re-worked ideas to create an improved and elevated e-commerce experience.
- Created presentation materials to effectively communicate the vision and goals of projects and presented design concepts to the team Leadership teams.

### Owner - Illustrator - Graphic Designer | BD Design, 2004–2015

#### Key clients include:

- **Google-** Worked with an internal team to create digital keynote campaign decks, icons, patterns and animation storyboards for the NEXT'18 global cloud conference.
- **Target-** Concepted, designed and produced a series of elevated board games, targeted for adults.
- **Starbucks-** Created illustrations and design for seasonal gift cards, created illustrations for the Via Tea packaging series and worked with the internal team to help produce international Brand Decks.
- **Lilla Rogers Studio-** One of 35 artists to be represented by this world renowned studio; Creating for more than 400 clients including: Disney, NY Magazine, Flow Magazine, LA Times, and Penguin Books.

### Graphic Designer III | Starbucks, Global Creative Studio, Seattle, WA 06/97–07/04

- Art directed multi-functional project teams of 4+ partners to develop seasonal and promotional campaigns, packaging series for coffee, food and retail, environmental graphics and brand collateral from ideation through to final production.
- Incorporated and explored client directives, resolved questions and concerns, oversaw objections and answered client briefs; presenting final designs to top level leadership.
- Managed external partners, and budgets including external agencies, photographers and illustrators. Art directed photoshoots, selected hero shots, and negotiated costs, usage and licensing of final artwork.
- Created and developed cohesive brand elements and icon systems.