

Taegen Dashnaw

Senior Graphic Designer

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📍 801 Peachtree St NE, Atlanta, GA
30308

EDUCATION

Associate's Degree in Graphic Design at Georgia State University, GA

Sep 2013 - May 2017

How to design using various software programs, such as Adobe Photoshop, InDesign, and Illustrator.

LINKS

[linkedin.com/in/taegendashnaw](https://www.linkedin.com/in/taegendashnaw)

SKILLS

Adobe Creative Suite

Typography

Layout design

Color theory and color correction

Image editing and retouching

Photo manipulation

Vector illustrations

LANGUAGES

English

Bengali

HOBBIES

Design

Art

Creativity

PROFILE

As a Senior Graphic Designer, I have over 5 years of experience in the industry. I have worked on a variety of projects, from small businesses to large corporations. My skills include branding, print design, web design, and motion graphics. I am a creative problem solver who is always looking for new challenges. In my previous roles, I have managed teams of designers and helped clients reach their goals through effective visual solutions.

EMPLOYMENT HISTORY

● Senior Graphic Designer at Coca-Cola, GA

Jun 2022 - Present

- Led a team of 4 designers in creating the visual identity for a new \$100 million product launch.
- Achieved 85% customer satisfaction rating for design work across all channels.
- Increased efficiency by 30% through process improvements and automation of repetitive tasks.
- Grew social media following by 20% month-over-month through creative content strategy and execution.
- Won 5 awards for excellence in graphic design, including 2 Gold Addys from the American Advertising Federation.

● Graphic Designer at Delta Air Lines, GA

Sep 2017 - Apr 2022

- Led a team of 4 in the design and development of an annual report for a non-profit organization. The report was distributed to over 1,000 individuals.
- Designed a logo that was used on all company collateral including business cards, stationary, website, etc.
- Created an advertising campaign that generated \$100k in sales within the first month.
- Increased web traffic to client's website by 300% through effective SEO techniques and targeted online ads.
- Managed social media accounts for 3 clients resulting in increased engagement and reach.

CERTIFICATES

Adobe Creative Suite Master Certification

Dec 2020

QuarkXPress Certified Expert

Feb 2019

MEMBERSHIPS

American Institute of Graphic Arts (AIGA)

Graphic Artists Guild (GAG)