

Makeda Dawson

Portfolio: <http://msdesigns.org>

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EXPERIENCE

Southern Foods, Greensboro, NC — *Digital Marketing Specialist*

April 2022 - Present

I use WordPress to manage the company's ecommerce website via WooCommerce and update product info and adjust for SEO. I create organic content that has increased organic reach from 300 to 1,000+ via Facebook. I manage the accounts using Meta Business Suite as well as using MailChimp to refine previous email communication performance. I have designed internal and external marketing merchandise along with print and digital ads published in the Northwest Observer and Greensboro News & Record.

Nassar Creative, Greensboro, NC — *Web Designer*

June 2020 - March 2021

Created mood boards and color schemes based on clients' background research. Evaluated the client's current website information structure and user flow. I created prototypes by developing ideas that addressed the customer and business problems. Websites were redesigned for maximum user experience and engagement by creating interactive prototypes in Adobe XD and Figma. I used WordPress to build websites from the approved prototypes.

Bermuda Heart Foundation, Bermuda, BDA — *Lead UX/UI Designer & Web Developer*

January 2020 - February 2020

A community outreach project. I collaborated abroad, with a team of eight colleagues to redesign the website for the Bermuda Heart Foundation. As UX lead, my responsibilities included planning, creating, and conducting usability tests throughout the redesign. I also assisted with developing custom HTML and CSS while incorporating bootstrap elements.

EDUCATION

Elon University, Elon, NC — *M.A. Interactive Media*

July 2019 - May 2020

Interactive writing and design, visual aesthetics, multimedia storytelling, application development, theory, and audience analysis.

North Carolina A&T State University, Greensboro, NC — *B.S. Graphic Communication Systems*

July 2016 - December 2018

Multimedia web design technology, animation, and product design.

SKILLS

User testing, low-fidelity prototyping, high-fidelity prototyping, interface design, graphic design, web design, mobile design, visual design, typography, layout, photography, Adobe Creative Suite, Figma, Invision, HTML, CSS, WordPress, Microsoft Office, time management, problem-solving, communication, collaboration, leadership, critical thinking, creativity, research

AWARDS

Hootsuite Platform Certification indicates competency and proficiency in the fundamentals and advanced features of the social media management program

Campus Greensboro (virtual) completed Fellows program dedicated to preparing college and university students for a professional environment

Golden LEAF Leadership Program completion of an eight-month program that implemented goals related to the summer internship, academic, and career goals leading in rural NC