

Vanessa Dunlop

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734.255.6437 | 1720 W. Lake Street #3 | Minneapolis, MN | 55408

Graphic Designer with experience ranging from concept to production in print and web. Particularly successful managing multi-faceted print campaigns; planning timelines and meeting deadlines; and coordinating branding. Experience working both collaboratively and independently. Pursuing creative opportunities to marry passion for fine arts with community engagement.

EXPERIENCE

Senior Graphic Designer

OptumHealth
Minneapolis, MN | 2009—Present
Presentation specialist

- Transformed over 120 unique documents into accurate, brand-compliant, and animated PowerPoint presentations for dynamic communications
- Delivered quick-turn designs and met objectives of internal clients
- Designed graphic visuals to leverage sales and marketing message
- Creatively and efficiently managed projects from inception to production
- Managed image library, purchasing, and licensing

Graphic Designer & Communications Specialist

Memorial Blood Centers
Minneapolis, MN | 2008—2009
Designer, copywriter, and editor for web and print; webmaster

- Excelled in a variety of mediums, from variable data printing to brochures, posters, advertisements, and invitations for audiences ranging from 45 to over 1,000
- Managed corporate website, increasing accessibility for audience
- Revitalized organization branding and new website to create and leverage a contemporary but timeless brand-organization association
- Developed and implemented youth-centered marketing strategy to recruit and retain young blood donors

Communications Coordinator

The University of Michigan
Undergraduate Admissions
Ann Arbor, MI | 2007—2008
E-communication/CRM manager for design and copy; web designer and manager; designer, copywriter and editor; liaison for print production and vendor relationships

- Planned and implemented comprehensive marketing strategy, including print and e-communications for over 350,000 prospective applicants to maximize admission counselors' recruitment
- Sent over 150 unique html emails per year to 410,000 users to amplify organization's marketing strategy
- Created newsletters, articles, and advertisements in national magazines, brochures, direct mail, invitations, and web sites to benefit recruitment
- Coordinated production planning, including negotiation, pre-press, and supervision of offset and digital printing, ensuring quality and competitive prices
- Developed proposals and recommended admissions management strategies involving innovative projects

EDUCATION

University of Michigan
Ann Arbor, MI | 2007

Bachelor of Fine Arts
School of Art and Design-Magna Cum Laude

MAC/PC SOFTWARE

- Creative Suite: InDesign, Photoshop, Illustrator, Dreamweaver
- Customer Relationship Management (CRM): RightNow Technologies
- Microsoft Office: Word, PowerPoint, and Excel

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EXHIBITIONS

2009

Aldrich Arts | Minneapolis, MN
*Proposed, curated, instructed
classes and exhibited*

Gallery 707 | Minneapolis, MN
Group exhibition

- Aldrich Arts Collaborative: Affordable Art Classes and Gallery

- Re-focus: Photos from the Field

2007

MSU Museum | East Lansing
Solo exhibition

Slusser Gallery | Ann Arbor, MI
Solo installation

Marble School | East Lansing
*Solo exhibition & community
engagement with Cub Scouts, the
Sudan Awareness Support Group
of Michigan State University
(SASG), and the MSU Sudanese
Student Association (SSA)*

- Reflections on Displacement and Restoration: art from workshops with the Lost Boys of Sudan

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2006

Work Gallery | Ann Arbor, MI
Proposed, curated and exhibited

- Australia: The Land Down Under (Down Under)

2005

Slusser Gallery | Ann Arbor, MI
Group exhibition

Slusser Gallery | Ann Arbor, MI
Group exhibition

- The Water Show

- International Study Exhibition