

DWAYNE POMPEY

GRAPHIC / WEB DESIGNER

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PROFILE

With a multidisciplinary background in digital, video, sound and traditional arts, my complete understanding of the entire design process is what clients benefit from. My work in graphic and web design is informed by a wide array of influences, creating results that effectively communicate a client's messages, while differentiating them from competitors. Directed at marketing and advertising, my work is designed to generate brand recognition, engagement, and sales.

SOFTWARE PROFICIENCY

Photoshop



Illustrator



InDesign



HTML (5)



CSS (3)



Dreamweaver



Wordpress



Premiere Pro



Microsoft Office



WORK EXPERIENCE

Spectacular Sounds Ltd.

Sales & Marketing

July 2014 - Current

Conduct direct sales using communication and negotiation skills to satisfy customer needs while maximizing profits

Created a digital presence through complete web design and a modern re-branding that connected with a broader consumer base

Manage digital marketing via social media and branded emails resulting in boosted foot traffic at the store's location

Design print-optimized advertisements that generate sales from targeted demographics through various publications

Euphonic Sound

Design Intern

June 2011 - March 2012

Worked directly with musicians to develop their brand through a website and logo design that would become an integral part of their marketing campaigns.

Produced promotional materials for artist events and showcases to increase awareness.

EDUCATION



Completed 4 semester course to receive a Diploma in Digital Media Arts.

Course work in Graphic and Web Design focused on creating fresh content in line with established brands, as well as conceptualizing new campaigns for businesses looking to expand their brand.

Training in Digital Photography, Video, and Audio enabled original content to be produced and applied as an enrichment to the graphic and web design process.