



Dawn Piccioni
Graphic & Digital Designer
Bristol, PA | 215-499-1053
dawn@imadesigner.net
www.imadesigner.net

ABOUT

I am a highly creative full-stack Designer who has held many different roles during my 25-year career. This unique perspective has enabled me to learn multiple facets of design and marketing from the ground up. You can count on me to be an enthusiastic, self-starter who loves a challenge and is driven by results.

SKILLS

Adobe Creative Suite
Microsoft Office
HTML5/CSS
Bootstrap
Umbraco CMS
Wordpress
Multiple Mobile App Platforms
Jotform
Jira
Pardot

EDUCATION

Art Institute of Philadelphia | 1993-1995
Major: Graphic Design, Associates Degree

Bucks County Community College | 1992, 2007
Various Graphic Design and Web Design courses

EXPERIENCE

Advertising Specialty Institute, Trevoese, PA
Senior Digital Designer | 12/2018 - 1/2021

At ASI, I worked closely with marketing managers to create compelling email campaigns, digital assets, and print collateral for our events. I proactively designed and managed our mobile application, making sure to adhere to our brand standards and ensuring it would meet our growing needs. My diverse background has allowed me to further grow in my role by providing prototypes and technical support for our online event portals making sure our clients have a user-friendly experience.

The ASI Show, Trevoese, PA
Senior Digital Designer | 06/2006 - 11/2018
Senior Graphic Designer | 08/2003 - 05/2006

During my tenure at The ASI Show, I successfully grew our business by redesigning our five company websites and designing creative email campaigns. I created and managed ASI Show's social media presence on multiple platforms and helped breathe new life into our trade shows with brochures, postcards, mailers, signage, and video. I was also able to bring a brand new dimension to our trade shows with the design and implementation of our mobile app.

Strategic Management Services, Langhorne, PA
Graphic Designer | 08/2000 - 07/2003
Assistant Graphic Designer | 08/1999 - 07/2000

As an in-house agency for the ASI family of companies, I provided support to the sales and marketing team which in turn helped them successfully build attendance at their events and increase the company's bottom line. As I grew in my role, I mentored and collaborated with junior designers inspiring them to take their designs to the next level. A sampling of my responsibilities included the creation of logos, postcards, magazine ads, brochures, trade show directories, signage, email campaigns, and web site design and management.

Millstar Electronic Publishing Group, Langhorne, PA
Production Assistant | 05/95 - 07/99

I was a key contributor in image processing and converting catalog pages to pdf format for eCommerce CD ROM catalogs.