

DOROTHY LA PUTT

GRAPHIC DESIGNER

Experience

Graphic Designer
Indiana University Brand Studios

07.21
PRES

Partner with multiple departments under the IU Brand Studios to create colorful and captivating digital graphics for social media, e-mail, and web use. Design printed and digital educational resources, such as brochures, booklets, infographics, presentations, and annual reports, for both students and staff, that are easily digestible, engaging, and beautiful to look at. Design flyers, posters, and business cards for marketing purposes. Redesign university logos and mascots for rebrand. Work closely with lead designers, copywriters, and other members of the marketing team to ensure quality in all design materials. Meticulously follows Indiana Universities' brand standards to assure consistency.

Sign Designer
Sign Craft Industries

07.20
03.22

Designed and specified a variety of customized illuminated and non-illuminated, interior and exterior, channel letters, monument signs, pylon signs, and projecting signs according to the clients' branding, building specifications, budget, code requirements, and permitting. Designed custom graphic vinyls for vehicles, window clings, parking lot signs, directional signs, and other interior uses. Designed promotional items for businesses that include, but are not limited to, shirts, hats, cups, business cards, and wherever they would like their logo on. Triple, quadruple, quintuple-checked that all measurements are accurate for production and installation. Prepared and finalized production files. Paid great attention to detail with the understanding that every project, whether small or complex, deserves quality and commitment. Utilized Corel Draw and the Adobe Creative Suite to make anything possible.

Business and Marketing Partner
Citybytes Café

12.19
04.20

Created business plans and sought out suppliers. Established prices of goods and services. Utilized strategic thinking to shape the café's brand identity and evaluated the needs of their target audience. Designed and implemented marketing deliverables such as menus, business cards, loyalty cards, banners, and flyers. Developed business website, utilized SEO, and site security to ensure that their customers can easily find the café online. Promoted via social media to maximize brand identity and generate warm leads.

Lead Graphic Designer
IUPUI Multimedia Production Center

08.16
12.19

Consulted with clients regarding their project expectations and designed marketing materials (such as logos, brochures, web banners, flyers, presentations, and advertisements) while handling multiple projects on a daily basis. Assisted supervisor with project management, collaborated with the design team, and proposed the best design route for our clients' needs. Ensured all projects created for them are in accordance with Indiana University's Brand Guidelines.

Personal Information

Phone
317.495.0842

Portfolio
dorothylaputt.com

E-mail
dblputt@gmail.com

Linked In
/dorothylaputt

Education

IUPUI Herron School of Art and Design
Class of 2019

Bachelor of Fine Arts
Major in Visual Communication Design

Skillset



Technical

Proficient in Adobe Creative Suite, CorelDraw, HTML, CSS, InVision, WordPress, Squarespace, Elementor, Procreate, Figma, Content Management Systems, SEO, Microsoft Office, Mac, Windows

Design

Service Design, UI/UX Design, Branding, Website, Marketing, Layouts, Color Theory, Illustration, Print, Video Editing, Iconography, Typography, Calligraphy, Photography, Composition, Strategic Thinking, Project Management

Involvement

Duct Works LLC
Business Management and Design

Mabuhay! Philippine Cultural Community
Design and Marketing

Camp Nayong Pilipino
Design and Marketing

Filipino Student Association at IUPUI
Public Relations