

# DOROTHY LA PUTT

GRAPHIC DESIGNER

## Experience

**Graphic Designer**  
**Best Version Media**

01.24  
PRES

Design magazine layouts from conception to print. Conceptualize and design print advertisements. Multi-tasking in a fast-paced environment. Maintain creative and production files of all assigned jobs. Review and proof artwork for quality, content, color, and accuracy, as well as make any necessary adjustments. General file maintenance of all projects, including some databases.

**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.

## 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