

# STEVEN DAKOTA

## PERSONAL STATEMENT

Designer with over twenty years of work experience, specializing in the development, communication, and support of image assets, new media and web technology.

## EXPERIENCE

### MARKETING ASSOCIATE June 2017 – Present

#### JPMORGAN CHASE

- Working in a dynamic environment, handling multiple projects under tight deadlines and able to respond to issues quickly and creatively
- Build and execution of personalized and targeted digital marketing materials for Ultimate Rewards (UR.com) through AEM
- Accountable for the day-to-day execution of existing customer digital marketing programs
- Assist in creative development of new marketing creative materials
- Ensure marketing materials have appropriate legal, compliance and claims approvals
- Work with Analytic teams to ensure marketing material metrics are properly catalogued
- Work with Rewards marketing and MKS testing resources to test and validate new personalization, targeting and authoring functionality
- Work with Reward Ops team on receiving, modifying and uploading Gift Card artwork to AEM to be used in assets on the UR.com site
- Utilizing Rewards Platform Management to set gift card promo sale dates and amounts into UAT and PROD environments

### BUSINESS SYSTEMS ANALYST Nov. 2014 – May 2017

#### JPMORGAN CHASE

- Contract to FTE within the Digital Asset Build team
- Building, revising and quality control for HTML emails, Landing pages, XML based FlexApp, Flash AppHeaders in a timely manner that are executed with minimal errors on a daily basis
- Adhering to recommended best practices for static, dynamic and responsive email coding
- Rebuilding or editing existing image artwork to be utilized within HTML coded assets
- Training and support for team members on all facets of the workload through DAB
- Image asset building for Loyalty Partner Images for the Ultimate Rewards online catalog, which is being deployed in 2017
- Publishing files for MRM, Travel and Earn for icons, image and other image assets for the Ultimate Rewards Operations team
- Coding and publishing landing page assets for the Ultimate Rewards Operations team

### DESIGNER/DEVELOPER REBRANDING (Contract Aquent) March 2014 – Oct. 2014

#### VOYA FINANCIAL rebranded from ING U.S.

- Working within Mac/PC platform, rebrand to new guidelines for HTML emails, print (brochures, flyers, postcards and sales sheets) and Powerpoint presentations to reflect the new company image at Voya Financial
- Oversee all of the new HTML email assets developed by the rebranding team for accuracy and HTML code. Processed all files into their internal web based database for variable data distribution.
- Create press-ready PDF files. FTP to production and update final links on a web server. Posting files to their internal Personalized Email Marketing Center. Print final items must be to be checked for prepress, and prepped for print.
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web

[www.stevendakota.net](http://www.stevendakota.net)

## EDUCATION

Bachelor of Fine Arts (B.F.A.), Communication Design  
Kutztown University of Pennsylvania

## SOFTWARE

Adobe Photoshop, InDesign, Illustrator, Fireworks, Dreamweaver, Flash, Director, QuarkXPress, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Microsoft Publisher, Macromedia Freehand, CorelDraw, Typographer, Rampage Prepress Workflow, Pages, FTP Software, Visio, CQ5, AEM.

## LANGUAGES

HTML 5, CSS3, JavaScript, jQuery.

## DESIGN FUNDAMENTALS

Bringing line, shape, form, value, color, and texture to design; press checks, job ticketing, document proofing, typography, mock ups.

## DESIGN WEB

Redesign and code HTML emails for accuracy across both Mac and PC platforms to be backward compatible. Design and code personal website to showcase my portfolio. Manage freelance clients for solutions for web and multimedia consultation. Recode vendor provided HTML assets per the workflow for JPMorgan Chase utilizing both the CQ5 and AEM interface

## DESIGN TECHNICAL

Data compression, dpi/ppi, paper bleed, process colors (cmyk), screen colors (rgb), web colors, pantone matching system, color correction, image resolution, typefaces, image formats, raster/vector formats.

## DESIGN PRINT

Paper bleed, color correction, color separations, crop marks, press check, paper sizes/densities, rubylith overlays, mechanicals, Epson Matchprint system.

## REFERENCES

Available upon request.



### **CREATIVE CONSULTANT**    **October 2006 – November 2014**

- Provide on-site or remote freelance design services to clients that include Twist n' Shout Editorial and Design Services, Professional Duplicating, Inc., Neptune Moon LLC, Ferrara & Company, Foxfire Printing and other personal clients.
- Developed and maintain branding standards for Select Medical, NovaCare Rehabilitation and Select Physical Therapy for brochures, marketing maps, rack cards, postcards and targeted marketing sheets and advertisements for specific locations across the USA.
- Create, update and maintain new template branding for marketing materials utilizing new assets for Select Medical, NovaCare Rehabilitation and Select Physical Therapy.
- Created and modified web assets, using Adobe Photoshop, Fireworks, Illustrator and Flash for non-profit and religious organization websites. Edited and updated client websites with HTML 5 and CSS, including updating color schemes and implementing new assets.
- Corrected photography and graphics, performed color correction, and manipulated and resized images with Adobe Photoshop and Fireworks.
- Freelance through Ferrara & Company, developing dozens of advertisements, product packaging, and point-of-purchase displays for personal care and household products, including Arm & Hammer Baking Soda, Advanced White Toothpaste, Tidy Cat, and the Spinbrush toothbrush brands.
- Directed photography assets for elevator print and online catalogs, creating new model templates, and modifying images files for dozens of elevator models.

### **SENIOR GRAPHIC DESIGNER**    **May 1998 – July 2011**

#### **PROFESSIONAL DUPLICATING, INC.** MEDIA, PENNSYLVANIA

- Gathered and met multiple project deadlines while maintaining budgets for hundreds of national, regional and local non-profit, small business, and corporate clients
- Managed the design and production of hundreds of projects while updating clients on pricing, scheduling and delivery costs and dates
- Created and converted proofs to PDF files, distributed proofs to clients by email or fax, and gathered and implemented requested changes
- Trapped, prepared, and converted client provided files for spot and process color printing
- Created and organized hundreds of advertising directories, save-the-date postcards, and invitation packages for March of Dimes, Cystic Fibrosis Foundation, Mercy Neighborhood Ministries, and other non-profit organization annual events
- Conceptualized and designed hundreds of national print ads, brochures, and marketing and promotional materials for national companies such as Select Medical Corporation, NovaCare Rehabilitation and Smart and Associates
- Imposed designs in Rampage and submitted them for plate making to a direct-to-plate operator
- Coordinated design implementation with third party vendors for the creation of promotional products, including pens, hats, shirts, mugs and other promo material
- Gathered and backed up all project files on company servers



# STEVEN DAKOTA

I am interested in applying for the position of Graphic Designer that you have listed on your website. Please accept this as my initial step in learning more about the position and to see if there is a compatible match with my skill sets and the position available.

With my strong concept and creative problem-solving skills, design and production skills, ability in building relationships directly with clients on a wide variety of projects, and the ability to produce multiple projects within very tight deadlines, I would be a strong candidate for the position.

Please feel free to review my portfolio at [www.stevendakota.net/portfolio.html](http://www.stevendakota.net/portfolio.html) or contact me via phone/email with any specific questions about my experience, projects that I worked on, my goals or my favorite design styles. Even more so, I would be easily able to come to your location, see your workflow capabilities and for me to showcase my portfolio.

Thank you for your time and consideration.

Steven Dakota  
216 North Monroe Street, Apt. 103  
Media, PA 19063  
610-529-4257  
[steven@stevendakota.net](mailto:steven@stevendakota.net)

AVAILABLE FOR

## HIRE & FREELANCE WORK



**web**

[www.stevendakota.net](http://www.stevendakota.net)



**mobile**

610 529 4256



**email**

[steven@stevendakota.net](mailto:steven@stevendakota.net)



**home**

216 North Monroe Street Apt.103  
Media Pennsylvania 19063