



DAWNA LARSON

Graphic Designer & Illustrator

Specializing in Packaging, Social Media Content, and Amazon E-commerce Design



Phone

714.293.6565



Email

targetmydesign@gmail.com



Online

targetmydesign.com | @targetmydesign



Location

Orange County, CA

DESIGN TOOLS

- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- Figma
- Canva

E-COMMERCE

- Website Design
- Email Marketing Campaign
- Social Media Content Design
- Amazon A+ Content & Storefront Design

CORE SKILLS

- Print & Web Design
- Digital Illustration
- Production & Prepress
- Social Media Content Design
- Project Coordination
- Organization & Workflow Efficiency
- Japanese, N4 Certified
- International Work & Travel Experience



PROFILE

Graphic Designer & Illustrator with 15+ years of freelance experience creating packaging, branding, print collateral, digital marketing assets, social media graphics, Amazon A+ Content and Storefront Design for consumer brands. Skilled in Adobe Creative Suite, digital illustration and production design. Strong client communication and collaboration with cross-functional teams. Seeking remote freelance and contract design opportunities.



WORK EXPERIENCE

Freelance Graphic Designer & Illustrator

April 2013 - present | Remote | Orange County, CA

Selected Clients: High Performance Nutrition, TRU Supplements, Ambrosia Collective, One Sol Supplements, XEELA Fitness, Snack House Foods, UFC Gym, Club Pilates and various small businesses across Southern California

- Designed print assets including supplement labels, product packaging, catalogs, logos, apparel graphics, and promotional materials for consumer brands in the supplement, health and wellness industries.
- Created website graphics, email marketing assets, landing page visuals, and social media content in collaboration with creative and web teams.
- Developed Amazon product listings, A+ Content, and storefront graphics to support e-commerce branding and product presentation.
- Produced custom illustrations for social media campaigns, t-shirts, vehicle wraps, web graphics, and branded promotional materials.
- Designed exterior signage and graphics as well as interior super graphics for the UFC GYM & Club Pilates franchises.
- Delivered consistent branding and marketing assets across multiple platforms, supporting product launches and ongoing digital campaigns.

Assistant Language Teacher & Graphic Designer

2006 - 2013 | JET Programme & National AJET | Ehime, Japan

- Taught English from grades 1-12 across multiple school districts as well as adult group classes, designed and illustrated teaching materials, promotional school event materials and graphics.
- Served as Regional Advisor, supporting program operations by the board of education and organizing multi-international community events.

Graphic Designer

2004 - 2006 | Griffiths Printing | Anaheim, CA

- Designed print materials for major national brands such as Disney, Carl's Jr. and Manheim Auctions in a fast-paced production environment while gaining hands on experience in prepress & print production.



EDUCATION

Bachelor of Fine Arts in Graphic Design, Art History Minor, June 2004

California State Polytechnic University Pomona, CA

Cumulative G.P.A.: 3.69/4.00, Magna Cum Laude

Recipient of Dean's Most Outstanding Student

College of Environmental Design, 2004