

DANA GRAY

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References given upon request.

WORK EXPERIENCE

✦ Creative Director, April 2022 – Present

Bold Brands (Swag Bar + Custom Sock Lab), Charlotte, NC

At both sister companies, we create custom swag and knit products for clients' corporate gifting opportunities. I lead the design team through brand + marketing efforts, track project success, assign tasks, and provide design and photo direction on all internal and client-facing projects.

✦ Graphic Designer, May 2020 – March 2022

Lowe's Companies, Inc., Mooresville, NC

Worked with cross-functional teams across the Lowe's organization (design, copy, merchandising, store planning, marketing) to develop concepts and finalize signage to provide better in-store experiences for our customers.

✦ Graphic Design Specialist, May 2016 – May 2020

Lowe's Companies, Inc., Mooresville, NC

Worked with cross-functional teams across the Lowe's organization (design, copy, merchandising, store planning, marketing) to develop concepts and finalize signage to provide better in-store experiences for our customers.

✦ Special Sections Designer, March 2015 – January 2016

The Daily Reflector, Greenville, NC

Worked within a small team and received direction from editors and copywriters to handle the editorial design for three publications: Her Magazine, Mixer, and Greenville Life in the East.

EDUCATION

✦ Bachelor of Fine Arts, August 2011 – May 2015

East Carolina University, Greenville, NC

Concentration in Graphic Design

SOFTWARE + APPS

Adobe Creative Cloud

Illustrator
InDesign
Photoshop
Lightroom
Dimension
XD

Google

Docs
Drive
Sheets
Slides

Microsoft Office

Word
Powerpoint
Excel

Project Management

Dubsado
Monday
Trello
Workfront

Websites

Shopify
Wordpress

SKILLS

Branding
Creative Direction
Photography
Print + Editorial Design
Project + Task Management
Typography
Website Design
Workflows + Processes

INTERESTS

Business
Comfort Food & Cocktails
Art, Books, Music
Sunshine
Quality Time
Video Games