

# JONELLE DIXON

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## PROFESSIONAL PROFILE

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Passionate and innovative Designer with 3+ years of experience transforming ideas into visually engaging content. Merging creative flair with strategic thinking to deliver impactful visual solutions, while fostering seamless collaboration across diverse teams to achieve project goals and exceed client expectations.

## EDUCATION

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### UNIVERSITY OF NEVADA, RENO

Bachelor of Art

Majored in Photography; Minored in Graphic Design

Relevant Skills: Advanced in Adobe Creative Cloud, Final Cut ProX, Tik Tok, and Instagram

Reno, NV

2023

## WORK EXPERIENCE

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### FREELANCE CREATIVE

Contract Work/Freelance

Las Vegas, NV

2018 – Present

- Ensures consistent visual identity, strengthening brand recognition and leading to a 35% increase in brand recall among clients.
- Crafts graphics and illustrations for digital and print campaigns, resulting in a 20% increase in engagement and followers.
- Manages multiple projects concurrently, completing 4 projects on average per month.

### VISUAL COMMUNICATIONS INTERN

Bone Vintage L.A

Los Angeles, CA

2022 – 2023

- Collaborated with senior designers to create engaging social media graphics, driving a 30% increase in user interaction.
- Prepared digital files for print and digital distribution, streamlining the production process and reducing error rates by 70%.
- Assisted in the creation and scheduling of social media posts across multiple platforms.

### DISNEY COLLEGE PROGRAM PARTICIPANT

The Walt Disney Company

Lake Buena Vista, FL

2022

- Collaborated within a multi-functional team that adeptly catered to the culinary needs of more than 15,000 guests across 3 distinct dining destinations while still delivering a variety of magical experiences for guests.
- Participated in Walt Disney Imagineering's Tech Behind the Dreams Event, a Disney Programs learning and networking event.
- Championed inclusiveness among cast members by engaging in the Diversity and Inclusion committee, collaborating to create presentations and experiences with the goal of increasing the inclusive culture in the location.

## NOTABLE PROJECTS

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### MY HAIR IS A REFLECTION OF MY SOUL

Nov 2022

- Solely conceptualized, designed, and self-published this work, achieving 50% higher sales than projected due to compelling visuals and effective marketing.

### BLISS BEAUTY CAMPAIGN

Jan 2016

- Spearheaded brand identity, resulting in a unique mobile application concept that received 10% more positive user feedback compared to industry standards.

## LEADERSHIP & ACTIVITIES

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### NEVADA BLACK STUDENT ORGANIZATION

Vice President

Reno, NV

2020 – 2021

- Led operations for a 286-member student organization, orchestrating events, budget management, and initiatives that propelled student engagement.
- Devised and executed targeted marketing strategies, encompassing vibrant social media campaigns and campus-wide promotions, resulting in an impressive 8% surge in visibility and active student involvement.
- Garnered recognition for outstanding leadership, securing the coveted "Student Leader of the Year" award at the university's annual recognition ceremony.

### SHADES OF QUEENING WOMEN EMPOWERMENT NON-PROFIT ORG.

Volunteer

Reno, NV

2020 – 2022

- Provided design services for community events and social media, leading to 40% rise in attendance overall for the 2021 conference year.