

rebecca dymon

EXPERIENCE /

Thermos L.L.C.

2023–Present

Senior Graphic Designer

- Lead the design process from ideation to execution for licensed and non-licensed print and digital assets, as well as food and beverage storage products, adhering to project timelines and upholding quality standards.
- Collaborate closely with cross-functional teams to interpret project briefs, align design direction with strategic objectives, and present design concepts to stakeholders.
- Mentor and review the work of three designers, providing constructive feedback to foster their professional growth and maintain design quality.
- Stay updated with industry trends and design best practices, integrating new techniques and technologies into design work, resulting in fresh and engaging visual content.
- Ensure brand consistency and compliance with design standards in all projects, maintaining a cohesive visual identity for the organization.

2021–2023

Graphic Designer

- Designed and updated print collateral including hangtags, packaging, care and use documents, signage and product artwork.
- Created 3D rendered images of products in KeyShot that highlight product features and accurately represent final color and material.
- Completed post-production tasks for studio and on-location photoshoots, including retouching and color correction.
- Created assets for digital media including emails and online advertising.
- Prepared files for print and digital applications with proper die lines, layouts and specifications.

2020–2021

McGaw YMCA

Brand and Digital Strategy Director

- Promoted to Brand and Digital Strategy Director within two years, recognized for exceptional leadership and proficiency in art direction and brand strategy.
- Lead project and development of new brand identity for the Overnight Camp Program, creating visual identity system to align with Y-USA brand guidelines and elevate branding.
- Collaborated with leadership to create and execute 2020 Giving Tuesday campaign across all digital platforms, resulting in the most successful Giving Tuesday to date in revenue and digital engagement.

2018–2020

Design Manager

- Promoted to Design Manager immediately upon completing Bachelor's degree due to outstanding graphic design proficiency and leadership skills.
- Developed wayfinding system and signage for McGaw YMCA building by creating environmental graphics, using color and photo textures to enhance navigation and increase accessibility.
- Managed, created and executed all signage at multiple locations to communicate new safety protocols and procedures, to ensure member safety and accessibility as we prepared for reopening with COVID-19 restrictions.

2013–2018

Marketing Coordinator & Graphic Designer

- Worked part-time as a marketing coordinator and graphic designer while attending the University of Illinois at Chicago.
- Partnered closely with the Marketing Manager to launch quarterly publications, delivering clear and user-friendly information on program offerings to the community.

GET IN TOUCH /

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SKILLS /

Design: Print and digital design, typography, branding and identity, layout, licensed and non-licensed product design, surface design; print production, art direction, email design, icon and gif creation

Photography: DSLR studio and lifestyle photography, photo editing and retouching

Social Media: Major platforms; Hootsuite; text, graphics, and photo content creation; paid advertising

Software: Proficient in Adobe Photoshop, Illustrator, InDesign, Lightroom; Microsoft Office; GetResponse, MailChimp, Constant Contact, Klaviyo; Asana, Monday.com, Wordpress.com; KeyShot 2023

Working knowledge in Adobe After Effects, Adobe Dreamweaver, HTML and CSS, SolidWorks Visualize Pro

AFFILIATIONS /

Adobe Creative Retreat

2024, Portfolio Reviewer

AIGA Professional Association for Design

2019, Fall Mentor Program; Mentee

EDUCATION /

Bachelor of Design, Graphic Design

University of Illinois at Chicago

Magna Cum Laude; Dean's List