

THINK DONNA COMPLETE THE CREATE JACKSON IMPLEMENT

Artist | Designer | Strategist | Project Manager | Curator

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PROFILE

For the past 18 years, Donna has dedicated her skills as a designer and project manager to develop marketing and promotional materials for urban libraries, and non-profits. She has been a graphic/web designer for Detroit Public Library and Houston Public Library systems and brand manager for Houston Public Library.

She attended Western Michigan University in the College of Engineering and also attended the College for Creative Studies as a Graphic Communications major. She is founder of DMJStudio, a creative studio devoted to developing art projects that closes cultural gaps, beautify communities and make art accessible to all. This is also home of her personal visual and digital artwork. Beyond running DMJStudio, Donna currently consults non-profits in brand identity development. Her goal is to continue to work for non-profits as a consultant but to also develop community-based art projects and exhibitions.

- Over twenty years of design and fine art experience
- Eighteen years brand management and design experience for two large urban library system
- Twelve years of leadership experience in non-profit organizations
- Twelve years project management and creative direction
- Efficient in developing processes and strategies to enhance workflow and production
- Self-motivated, creative and dependable
- Strong leadership, management, and organizational skills
- Exceptional work ethics and time management abilities
- In-depth knowledge of graphic and web design applications
- In-depth knowledge of project management of applications

EDUCATION

1993 – 1997 – Western Michigan University

1999 – 2001 – College for Creative Studies

SKILLS:

Brand Development



Project Development/Management



Graphic Design



Adobe Software/Applications



Digital Design/Media



Verbal/Written Communication



Teamwork



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EMPLOYMENT/CLIENTS

December – present | Norwest Gallery – Detroit, MI | Manager

April 2020 – present | Belle Detroit Creative Agency – Detroit, MI | Instructor

- Web site and graphic design instructor

April 2019 – present | Kerr-Russell Attorney and Counselors – Detroit, MI | SEO and Social Media Management

- SEO support of website and social media
- Development of digital ads

November 2018 – September 2019 | Focus Hope – Detroit, MI | Creative Director

- Provide project management and design support for special projects and events.
- Web and graphic design support for special projects and events

July 2018 – March 2020 | Integrity Shows – Detroit, MI | Design and Project Management

- Provide support at festivals and events hosted and created by the organization
- Attend community meetings and present at community meetings as a representative of the organization
- Liaison for organization and art community
- Create visual components for marketing events hosted by the organization
- Provide logo design for client's art fairs and events
- Logistical and project management support for events

October 2017 – September 2018 | Houston Public Library – Virtual | Branding Consultant

- Analyze brand position in the public library market
- Translate brand strategies into brand plans, brand positioning
- Support creative development of visual components of the HPL brand and their usage in print, electronic and in our spaces
- Monitor trends, research markets, and competitors activities

November 2014 – October 2017 | Houston Public Library – Houston TX | Branding Coordinator

- Analyze brand position in the public library market
- Translate brand strategies into brand plans, brand positioning
- Lead creative development of visual components of HPL brand and their usage in print, electronic and in our spaces
- Monitor trends, research markets, and competitors activities
- Oversee marketing and advertising activities to ensure consistency with messaging
- Project lead on major campaigns

October 2010 – November 2014 | Houston Public Library - Virtual | Freelance Brand Consultant and Designer

- Responsible for the development and the maintaining of organization visual identity
- Develop and design special project marketing materials for the director of the library and the leadership team
- Responsible for print and design schedules and timelines for department
- Work closely with internal and external clients throughout the project creation process
- Maintenance of the web site

January 2010 – present | DMJStudio – Detroit, MI | Freelance Consultant

- Analyze brand position in the visual art market
- Translate brand strategies into brand plans, brand positioning for individual artists and art organizations
- Support creative development of visual components for individual artists and organization's brands and their usage in print, electronic and in our spaces
- Monitor trends, research markets, and competitors activities
- Responsible for the development and the maintaining of organization visual identity
- Develop and design special project marketing materials for the leadership team
- Responsible for print and design schedules and timelines for department
- Work closely with internal and external clients throughout the project creation process
- Maintenance of the web site
- Create and develop art-focused projects for public display and engagement
- Responsible for project development and strategic planning for the studio and its projects
- Provide workshops and support for artists in branding, marketing, and promotional procedures
- Curate fine art exhibitions for local galleries, public spaces, and the online community
- Manage studio team that includes administrative assistants, curators, and volunteers

November 2006 – October 2010 | Houston Public Library – Houston TX | Branding and Design Manager

- Responsible for the development and the maintaining of organization visual identity
- Develop and design special project marketing materials for the leadership team
- Manage library's graphic and print department
- Responsible for print and design schedules and timelines for department
- Work closely with internal and external clients throughout the project creation process
- Appoint printing and web vendors to given projects
- Maintenance of the web site

November 2004 – 2006 | Detroit Public Library – Detroit, MI | Graphic Design and Publications Manager

- Responsible for the visual direction of all marketing materials
- Develop and design special project marketing materials for the leadership team
- Manage graphics and publications department as well as the print shop
- Responsible for print and design schedules and timelines for department
- Work closely with internal and external clients throughout the project creation process
- Appoint printing and other vendors to given projects
- Daily maintenance of the web site

June 2002 – November 2004 | Detroit Public Library – Detroit, MI | Graphic Designer

- Designed and developed all marketing materials including brochures, mailers, bookmarks, flyers, posters, booklets, and presentations
- Responsible for print and design schedules and timelines for department
- Responsible for the daily maintenance of the web site
- Appointed printing and other vendors to given projects
- Work closely with internal and external clients throughout project creation process

EDUCATION

1993 – 1997 | Western Michigan University Major – Industrial Design

1999 – 2001 | College for Creative Studies Major – Graphic Communications

AFFILIATES

2018 – Present | Center for Detroit Arts + Culture (Curatorial Board)

2020 – Present | Women's Caucus for Art, Michigan Chapter (President)

2020 – Present | AIGA Detroit (VP of Programming)

2020 – Present | Mint Artists Guild (Board Member)