

DOMONIQUE BAUL

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Summary

Domonique Baul is a **creative art professional** with a thorough understanding of design communications. After **10 years** of graphic design, digital art and creative problem solving, she has developed excellent presentation skills, a strong sense of concept development, and a basic understanding of web programming.

Computer Skills:

- Adobe Creative Suite CC
- WordPress CMS
- **JavaScript**
- **Java**
- **HTML**
- **CSS**
- **Adobe Photoshop**
- Adobe Illustrator
- Adobe Dreamweaver
- Microsoft Office
- QuickBooks
- Pro Presenter
- Mail Chimp
- Final Cut Pro
- Git and Git Hub
- Nitra

Git Hub:

<http://github.com/dbaul1920>

Education

M.S., Information Architecture Knowledge

Emphasis in User Experience Design

Kent State University, 2018

B.A, Telecommunication Information Studies and Media
Emphasis in Digital Media Arts and Technology

Michigan State University, 2010

Web Designer | CDK Global | Detroit, MI

April 2013 – June 2016

- Maximized interactions and consumer experiences on over 4,000+ GM Dealership websites.
- Used SEO, web editors, content management systems, Adobe Creative Suite, HTML, CSS, and JavaScript to create compelling content and user experiences to increase audience engagement
- Produced and tested across multiple browsers and platforms using browser-specific development tools
- Provided value-added alternatives after identifying issues regarding content, layout and presentation
- Collaborated with cross functional teams to craft digital solutions for target audience and drive business results

Visual Display Tech | Second Ebenezer Church, Multimedia Department | Detroit, MI

January 2013 – Present

- Manage, coordinate, design and execute visual displays and presentations for weekly service, seminars and special events
- Act as technical liaison and back stage manager for annual holiday productions

Project Coordinator | Detroit Future Schools - Allied Media Projects | Detroit, MI

August 2012 – March 2013

- Spearheaded and managed the completion of large-scale media based capstone project
- Led, trained, and coached 100 high school students on basic audio production techniques for the completion of media capstone project.
- Developed employee training and lesson plans for multimedia creation, for print to web use

Project Manager | Vanguard Community Development Corporation | Detroit, MI

May 2011 – April 2013

- Developed online and print branding material for the historic North End neighborhood
- Lead team of students in the development and facilitation of media workshop at the 2012 Allied Media Conference. The workshop was later published in the Detroit Future Youth Curriculum.
- Trained and developed 60 students on job readiness and employability skills. Over 85% of students that completed the training obtained summer employment.
- Managed team of 60 students and 7 direct reports during the completion of 6 large scale murals in the historic North End neighborhood

Web Administrator | Trouble Shooters Technical Support | Lansing, MI

May 2010 – May 2011

- Developed web solutions to fit specific client goals from UX management to visual design
- Leverage content management systems to maintain client web pages and content
- Designed branding material for Trouble Shooters Technical Support and business clients

Work experience continued on next page

**Social Media Marketing Intern | Russell Industrial Center | Detroit, MI
February 2010 – May 2010**

- Updated Facebook, Twitter and other key social media networks with promotions and marketing material
- Developed creative promotions marketed toward target audience to encourage sales and engagement
- Curated social media assets to organize events and attract over 200 new customers
- Designed over 60 printed campaigns to promote specials and events

**User Interaction Design Researcher | Michigan State University | East Lansing, MI
January 2009 – May 2009**

- Conducted interviews and research for www.ourmichiganave.org
- Identified usage trends by developing personas, customer journey maps and user stories
- Collaborated with development team to create a positive user experience and eye catching landing pages
- Created design assets as requested by development team and led iteration 1 of visual styling

**Digital Media Designer | State News | East Lansing, MI
October 2006 – August 2007**

- Leveraged digital media and print advertisements to increase profits for local businesses

**Freelance Senior Designer | Tr3 Media Solutions | Detroit, MI
January 2006 – Present**

- Capitalized on content management systems to increase brand visibility by providing graphic and web design services for local businesses and organizations
- Use software to create wireframes, interaction maps and user journeys

**Senior Designer | Urban Artist Collective | Detroit, MI
September 2004 – July 2006**

- Discussed design goals, changes, and deadlines with clients of various service industries
- Provided client assistance on questions, orders and invoices via meeting, phone or email
- Led communications and collaboration between the business and design team
- Designed custom logos, brochures, letterheads, and business cards for identity packages
- Created display boards and program booklets for annual events and programs
- Worked with management to complete projects from concept to completion