

Dana Pavlichko

GRAPHIC DESIGN AND ILLUSTRATION

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Professional Experience

2013–present: Designer at Happy Cog

RESPONSIBILITIES Conceptual design, designing flexible systems, information architecture, static wireframes, interactive prototypes, user testing, style guides, front-end development quality assurance, identity design, client communication/collaboration, writing, user pathways, minor copywriting, content audits, strategy recommendations, designing for global audiences/ various languages, serving as primary illustrator for company's weekly publication, Cognition

CLIENTS W.L. Gore and Associates, Gore Medical, Harvard Extension School, Memorial Sloan Kettering Cancer Center, Citi Bike, MTV, MossRehab, Gettysburg College, Ben & Jerry's, New York Institute of Technology, Papa John's, Cirrus Logic.

2007–present: Freelance Designer and Illustrator

CAPABILITIES Editorial illustration, illustration, interactive design, print design, identity design

SELECT CLIENTS Philadelphia's Mütter Museum, A List Apart

2010–2013: Lead Designer at I-SITE

RESPONSIBILITIES Conceptual design, interactive design systems, print design, identity design, sitemaps, wireframes, iPhone/iPad/Android app ideation and design, illustration, hand-lettering, interactive prototypes, development quality assurance, HTML email development, client communication/collaboration, writing

CLIENTS Alliance for Downtown NY, Sprout Children's TV Network, Great Apes Survival Partnership (GRASP), LAGOS, Hidden City Festival, White Oak Orthodontics, Welcoming Center for New Pennsylvanians

2010–2011: Freelance Designer at Atomni

RESPONSIBILITIES Website planning, design, front-end development, project strategy

2008: Design Intern at Azuna

RESPONSIBILITIES Illustration, print design, new project development

Education

BFA in Graphic and Interactive Design, Tyler School of Art

STUDIES Interactive design, illustration, animation, printmaking, ceramics, art history, sociology

Recognition

2016 Webby Honoree, Mobile sites/apps: Harvard Extension School (extension.harvard.edu)

2012–2016 Best Costume Awards: Kensington Kinetic Sculpture Derby

2014 Appy Award Finalist, Reference Category: apeAPP (iPhone/Android App)

2013 IAC Award, Best Family Mobile Application: Sprout Family Challenge iOS app

2012 W3 Silver Award, Mobile Travel Application: Downtown NYC iPhone App

2011 Gold Horizon Interactive Award, Website Consumer Information: The Trestle Inn website

2011 Gold Horizon Interactive Award, Utility Mobile Apps: Downtown NYC iPhone app

2011 Bronze Horizon Interactive Award, Educational Mobile App: Build a Bird iPhone/Android app

2010 Interactive Media Award, Best in Nonprofit: Welcoming Center for New Pennsylvanians

Publications

ILLUSTRATION *A List Apart* (alistapart.com)

WRITING *Cognition* (cognition.happycog.com). Select samples include:

- Check Your Design Taste at the Door
- Content Strategy for Designers
- Get to Know Your Work

PODCAST June 2016 interview on *Design EDU Today* (designedu.today)