

As a seasoned and award-winning creative professional, I bring a proven track record of delivering innovative design solutions with experience in print, web, mobile apps, environmental graphics, video, game design, and motion graphics. My passion for design and problem-solving has driven me to consistently build and maintain compelling brands throughout my design career.

Portfolio: hogensondesign.com

Graphic Design

Art Direction

User Interface

Motion Design

Video Design

Education

Art Center College of Design

Los Angeles, CA

BFA with honors, Graphic Design

Emphasis in Interactive & Motion Design

1999 - 2002

Work Experience

Independent Design Consultant - Port Angeles, WA

November 2023 - Present

Delivering design solutions that drive success. From branding and digital experiences to business strategy with a focus on creativity, technology, and user experience.

Multimedia Designer/Web Manager, Peninsula College - Port Angeles, WA

December 2014 - October 2023

Design lead and manager for website redesign, launched 10/22. Played a key role in building and maintaining the college's brand across all media. Print design, video and photography for marketing and advertising campaigns. User Interface design for websites, analytics tracking, accessibility improvements and general maintenance for college's web presence. Environmental graphics and signage for campuses. Hired and art directed photographers/videographers for marketing materials, mentored interns and work-study students in the Strategic Marketing & Communications department. Volunteered for many college and community partner events as a brand ambassador.

Multimedia Designer, Watson - Poulsbo, WA

November 2012 - October 2014

Supported product development and sales/marketing with print, interactive, videography and product photography for a high-end office furniture designer/manufacturer. Designed and developed Watson's first iPhone app. Information architecture and art direction throughout their full website redesign. Managed web development company for the redesign. Storyboarded, shot and produced numerous corporate and marketing videos. Worked closely with industrial designers, engineers, manufacturers and the marketing department to ensure high quality and accurate representation of their corporate brand and various product lines.

Owner/Designer, Hogenson Design, LLC - Port Angeles, WA

2010-2015

Focused on innovation and creativity, Hogenson Design combined artistic vision with strategic thinking to deliver compelling and impactful designs to elevate brands. From identity design systems, website design/development, environmental signage to marketing materials and web/social media campaigns.

Art Director, Exponential Entertainment - Seattle, WA

January 2008 - May 2010

Designed and strengthened corporate identity for EE. Art Directed online presence for their service, "HollywoodPlayer" - a casual gaming experience utilizing licensed movie content from major studios. Maintained seamless integration of HollywoodPlayer into partner sites such as Facebook, Myspace, High5 Games, MSN Entertainment, Todayshow.com, MSN Wonderwall... Concepted and helped create numerous game experiences and applications for multiple platforms, as well as led contractors and development teams with brand/experience guidelines. Hired and mentored design interns, worked closely with CEO & CTO to develop pitches and presentations for investors and strategic partners.

Patent: <https://patents.justia.com/inventor/dana-hogenson>

Art Lead (Motion Design Division), Screenlife Games - Seattle, WA

August 2005 - January 2008

Taking on a range of challenging design projects for an award-winning design department specializing in film-based interactive games. Game design from concept to completion. Managed teams on design projects throughout design process. Lead designer on the company's first XBOX 360 game project, "Scene it? Lights, Camera, Action". 2007 DVDA Award for Excellence in Menus & Presentation for Family Guy Blast DVD Trivia Game; lead designer. Motion graphics, 3D animation and video editing for various commercials, strategic sales videos and in-game graphic assets.

Art Director, Fuel Media - Seattle, WA

2004 - 2005

Responsible for creating identity & broadcast design packages for pilot television shows as well as print and web design for internal branding and promotion. Played a vital role in directing the creative campaign for the pilot television show and startup company "Hometeam". Responsibilities included creating and maintaining the show's brand across all media as well as hiring and managing designers, photographers, illustrators and art directing our production studios, as well as helping out on set when needed.

Art Director, SubiaCreative - Tempe, AZ

2002 - 2004

Led a team of developers & production artists on a variety of web/print projects. Played a lead role in designing Maricopa County Hospital's intranet, as well as their public-facing web presences and marketing materials. Worked with Phoenix Police Department to redesign and publish their annual report. Designed a stock photography site for SubiaCreative and created the majority of assets, both digital design and photography - spent 3 months backpacking from Italy to Sweden taking photos for the site.

Motion Designer Intern, Digital Kitchen - Bellevue, WA

Summer of 2000

Assisted design studio team with storyboarding/motion/interactive design.

A few brands I've worked with:

National Park Service (NPS), Nickelodeon, Star Trek, Dr. Who, Family Guy, Spider-man, Seinfeld, Microsoft Game Studios, T-Mobile, Comcast, Colliers International, Arts Northwest, Extreme Sports Park, Phoenix Police Department, Maricopa County Hospital, Mastercraft, Lower Elwha Klallam Tribe, Austin Powers, MacGruber, The Happening, Hockey Night in Canada, Marvel Studios, Pepsi