

# Jared Dorman

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Draper, UT | 801-683-6364 | jdorman@email.com | linkedin.com/in/jareddorman

## EDUCATION

**Bachelor of Fine Arts, Art and Design – Graphic Design**  
Utah Valley University, Orem, UT

Anticipated Graduation, May 2027

**Associate of Applied Science, Art and Design – Graphic Design**  
Utah Valley University, Orem, UT

May 2025

## SKILLS

### Design & Creative Development

- Designed 20+ academic and freelance projects including logos, posters, brochures, and social media graphics
- Developed 5 complete brand identity concepts including logo systems, typography pairings, and color palettes
- Created marketing materials that increased event attendance by 15% in a campus organization project
- Produced print-ready files for 10+ class and client projects using proper bleed, margin, and resolution standards
- Completed multi-piece campaign assignments under 1–2 week deadlines while managing a full academic course load

### Technical Proficiency

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) with 3+ years of hands-on coursework experience
- Designed and formatted 50+ digital graphics optimized for Instagram, Facebook, and web platforms
- Built 3 website mockups in Figma incorporating responsive layout principles
- Created vector illustrations and custom icon sets for 8+ design assignments

### Concept Development & Strategy

- Conducted competitor and audience research for 6 brand and campaign projects
- Developed 3–5 concept drafts per project before finalizing designs
- Applied typography hierarchy and layout principles across 25+ assignments
- Presented 10+ design critiques to peers and instructors, incorporating feedback into final revisions

### Collaboration

- Collaborated with 3–5 team members on group branding and campaign projects
- Met 100% of assignment deadlines over 4 academic semesters
- Managed multiple design projects simultaneously during peak coursework periods
- Communicated project concepts clearly in 8+ formal presentations

## WORK EXPERIENCE

Wasatch Communications Group, Customer Service Representative, Orem, UT  
The Bluebird Grill, Server, Sandy, UT  
The Roasted Bean, Barista, Draper, UT

Apr 2025 – Present  
Feb 2024 – Nov 2024  
Jul 2023 – Jan 2024