



DONALD HARRIS JR  
**MULTIMEDIA DESIGNER**

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Laurel Maryland

## SUMMARY

- Highly skilled and award-winning graphic designer, with over 10 years of public health experience producing creative, high-quality static and animated graphics, illustrations, and layouts for print and digital products; for numerous private and government clients.
- Outstanding ability to transform complex content into dynamic and appealing static and animated graphics.
- Exceptional collaborative and interpersonal skills, and a strong team player.
- Strong track record of designing and developing materials that exceed the client's expectations.

## SKILLS

- Adobe Creative Suite
- Animation (GIF, Video)
- Video Production
- Digital Communication
- Illustration
- Infographics
- Print Design
- Web Design
- Social Media
- Photography
- Microsoft Office Suite
- WordPress
- Salesforce

## WORK EXPERIENCE

### Spire Communication, Alexandria, Virginia

October 2020-Present

#### Graphic Designer

Office of the National Coordinator for Health Information Technology (ONC)

- Successfully managed multiple concurrent projects while ensuring timely delivery of high-quality design solutions that met the unique needs and challenges of the various branches within ONC.
- Created and implemented flexible factsheet and PowerPoint templates that ensured brand consistency across all internal and external communications.
- Managed and executed an effective email marketing strategy that engaged over 30,000 subscribers on a weekly basis through the development and scheduling of high-impact newsletters and eblasts, including the coordination of multiple eblast campaigns on a single day.

#### Major Accomplishments

- Designed the branding and produced videos for ONC's Health Interoperability 2030, a campaign to seek out aspirational, achievable, and measurable "Interoperability Outcome Statements" for 2030, which received over 700 submissions.

### IQ Solutions, Inc., Rockville, MD

April 2015-October 2020

#### Digital Media Specialist/Senior Graphic Designer

National Institute of General Medical Science (NIGMS)

- Provided design solutions for their challenges, through collaboration with client and team, research, and creativity.
- Defined a new visual identity for NIGMS products, that emphasized under utilized scientific imagery, from their image and video gallery. Produced flyers, factsheets, social media imagery, infographics, animations, and videos that communicated the message of science education.
- Developed new guidelines for NIGMS's YouTube channel that created better synergy with their social media channels, standardized video requirements and meta-data, and improved user experience with the channel.

#### Major Accomplishments

- Utilized the new visual identity to develop videos with custom illustration and animation, that positively impacted viewership numbers of NIGMS's YouTube channel.
- Simplified quarterly newsletter development process by building it myself, thus removed their past communication frustrations of dealing with a third party.
- Recognized by the director of NIGMS for developing NIGMS's portion of the 2020 NIH Director's Awards video.

#### Graphic Designer

- Designed award-winning products for numerous government contracts and NIH institutes, including factsheets, flyers, brochures, infographics, illustrations, campaign materials, posters, exhibit booths, social media imagery, animated imagery, video, and reports.
- Worked in team to accomplish client's goals. Maintaining individual brand guidelines and 508 compliance with all design work.
- Contributed design work to numerous Food and Drug Administration's (FDA) nationwide campaigns including: This is Our Watch, The Real Cost, This Free Life, Fresh Empire, and Every Try Counts.

## AWARDS

- **2019 FDA Group Recognition Award**  
Recognized as a member of the Preliminary NYTS Findings and Flavored Tobacco Product Policy Announcement Group
- **2018 FDA Group Recognition Award**  
Recognized at the 9th Annual CTP Honor Awards Ceremony on behalf of the “This Is Our Watch” Campaign Launch Team
- **2018 Hermes Award**  
Gold Award and Honorable Mention
- **2017 MarCom Award**  
Gold Award and Honorable Mention
- **2017 Digital Health Awards**  
Bronze Award
- **2017 AVA Digital Award**  
Honorable Mention
- **2016 American Public Health Association Expo**  
Third Place

## EDUCATION

- B.S., Computer Science, Art Minor, Towson University, Towson, MD
- Section 508 Certificate

## Graphic Designer (cont.)

### Major Accomplishments

- Created award-winning shareable images and animated GIFs that have been shared by the U.S. Surgeon General’s Twitter account, U.S. Department of Health and Human Services Twitter account, and the Centers for Disease Control and Prevention Twitter account.
- Designed imagery and layout for FDA’s Digital Age Verification Calendar, which has been distributed nationwide to gas stations and rest stops to verify the age of persons purchasing tobacco products.
- Develop the “Remove the Risk” logo, for FDA-CDER’s nationwide campaign to educate the public on how to safely dispose of opioids.
- Worked in a team of 3 to develop 50 animated gifs for the National Institute of Diabetes and Digestive and Kidney Diseases’s (NIDDK) social media channels to support their Healthy Moments campaign.
- Collaborated with team to develop the National Youth Tobacco Survey infographic. The 2019 infographic was incredibly successful in that it “blew Scholastic averages out of the water, with download numbers reaching more than 1 million students”.

## Laurel Foot and Ankle Center, Laurel, MD

January 2013-March 2015

### Graphic Designer/Database Manager/IT Support

- As a designer I worked with doctors to update company’s brand identity. Developed a suite of products including: business cards, flyers, letterheads, and other marketing materials image utilizing the new visual style.

### Major Accomplishment

- Increased new patient activity, with a significantly redesigned e-newsletter, that was distributed to over 3,000 patients across the United States on a monthly basis.

## DesignedbyDonald.com

2011-Present

### Freelance Designer

- Consult with clients to determine their project vision and challenges, in order to produce smart solutions
- Created brand identities, book covers, illustrations, flyers, factsheet, presentation slides, infographics, logos, posters, and other materials for a wide array of clients ranging from musical artist, restaurants, authors, therapists, and entrepreneurs in various industries
- Designed exhibit booth and box design that facilitated ConnexPay to win the award for Travel Innovation Startup Category at the Phocuswright Innovation Summit in 2018
- Revamped brand identity for YouTube blogger and created flexible graphics templates for her social media channels
- Developed a responsive and interactive website for YouTube blogger LDG