

Dawn Leonard

Summary

• Creative professional specializing in graphic design with extensive freelance and in-house experience • Developed impactful branding, print materials, and user-centered web designs, driving engagement and client satisfaction • Excellent communication, problem solving and collaboration skills • Independent, detail-oriented, eager to learn and iterate • Passionate about innovative design, committed to delivering high-quality results.

Work Experience

Graphic and Web Designer at DAWN LEONARD DESIGN * 2006 - present

I oversee graphic design projects from inception to completion, collaborating closely with clients. I develop visually compelling designs across diverse media, including websites, e-commerce platforms, email marketing, social media, and print collateral. I ensure brand consistency and meet client objectives effectively.

- Consult with clients to understand design needs
- Create engaging logos and brand identities for cross-platform use
- Develop responsive websites and e-commerce solutions

Business Owner at SACRED RHYTHMS * 2014 - 2025

Founded an LLC with the mission to support women during their childbearing years. Developed my own brand, website and digital marketing materials. Managed email marketing campaigns, website content, social media presence, online and in-person courses while overseeing client relations and financial management.

- Established email marketing strategies with an average open rate of 73%
- Crafted a beautiful, user-friendly website to sell a variety of services
- Designed and created online and in-person courses, classes, workshops and circles for mothers
- Constantly pursued new certificates and trainings
- Managed financial operations ensuring sustainable business growth

Part-Time Faculty, Yoga Instructor at GUILFORD COLLEGE * August 2010 – May 2014

Instructed three 1-credit, 75-minute yoga classes weekly, focusing on yoga asana, pranayama, and philosophy. Developed engaging lesson plans to enhance student understanding and practice.

Online Media Manager at FIRST PRESBYTERIAN CHURCH * May 2011 – January 2014

Oversaw all aspects of online media for 3000+ member church. Developed and designed three weekly email newsletters. Managed website content daily and executed UI design for new site.

- Implemented design of three weekly email newsletters, and daily website content
- Collaborated on UI design and architecture of new website, increasing traffic

Co-Founder of URBAN HARVEST * September 2008 – June 2011

Spearheaded establishment of urban agriculture non-profit. Recruited and managed team members and clients, optimizing resource allocation and community engagement. Collaborated on the development and management of a community garden and urban farm with CSA subscribers.

Interactive Designer at MADMONK INTERACTIVE * September 2007 – May 2009

Designed interactive websites and web applications through wireframing, UI design and HTML/CSS/Flash development. Oversaw project management to ensure timely delivery and quality standards.

Graphic Designer at GALTELLI DESIGN * July 2005 – September 2007

Implemented design and pre-production for apparel and furniture print catalogs and brochures. Developed and managed web design using Flash and HTML/CSS. Creation and management of databases.

Youth at Risk/ IT Advisor with US PEACE CORPS * July 2003 – December 2004

Facilitated the development of an adolescent clinic and club at the Manchester Health Department. Taught computer skills and monitored usage to enhance digital literacy.

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Education

IOWA STATE UNIVERSITY

Ames, Iowa; College of Design

Bachelor of Fine Arts, emphasis in graphic design

Minor in music, emphasis in oboe performance
1998-2002

Key Skills

Graphic Design
Brand Development
UI Design
Front-End Web Development
Digital Marketing Strategy
E-commerce Solutions
Email Marketing
Project Management
Adobe CC

Perinatal Yoga Instructor
Full-Spectrum Doula
Women's Wellness Advocate
Energy Healer
Circle Facilitator

References

Ann Alexander;

First Presbyterian Church
aalexander@fpcgreensboro.org
(336) 478-4757

Mona Flynn;

The Yoga Connection
mona@the-yoga-connection.org
(336) 580-5833

Alexandra DeSiato;

Whole Mama Yoga
alexandradesiato@gmail.com

Certifications/Trainings

Steamy Chick Institute; Vaginal Steam Facilitator certification (*in progress*)

CD (DONA); Birth Doula certification *2025*

Kimberly Ann Johnson; MotherCircle Facilitator certification *2023*

How We Can Heal; Trauma Informed Yoga certification *2022*

By the Moon; Reiki for Fertility, Pregnancy, Postpartum and Loss attunement *2019*

Free Spirits Yoga; Reiki levels 1-3 attunements *2018*

Whole Mama Yoga; 85hr RPYT certification *2016*

Triad Yoga Institute; 200hr alignment-based RYT certification *2008, updated to E-RYT200 in 2014*

Volunteer

THE YOGA CONNECTION

Board Member and Yoga Instructor

2023 - present

- Monthly board meetings for strategic planning
- Website maintenance
- Preceptor for 240-hr undergraduate internship in Public Health
- Streamlined New Volunteer and Teacher onboarding process with email automations
- Trauma-informed yoga instructor for immigrant and refugee women
- Yoga classroom teaching assistant
- Summer Solstice event planning committee