

Debra Beth Lawson

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DbTake
Designs

Online Course Developer | Interactive Developer | Multi-Media & Graphic Designer

CREATIVITY | QUALITY | PERFORMANCE

Award-winning designer and developer transforming complex business needs into compelling visual narratives. 16 years of experience across digital and print media. Expertise in online learning development, email marketing, banner ad creation, logo design, corporate branding, video and audio post, and print. Strong emphasis on design theory, strategy, interpersonal skills, and an eye for detail. Excellent relationship-building skills allow me to engage with my clients to help them tell their stories across a wide variety of media.

AREAS OF EXPERTISE

Articulate Storyline
Adobe Photoshop/Illustrator
Adobe Premier Pro/Audition
Adobe InDesign
Adobe Dreamweaver
AI assisted video/audio/copy
Accord LMS

Online Learning & Development
Logos & Brand Identity
Email Campaigns
Banner Ad Marketing
HTML5, CSS & Javascript
Offline and Online Design
Print & Collateral Look/Feel

Design Professional
Innovative Thinker
Cutting-Edge Design Work
Confident & Accountable
Effective Leader
Project Management
Deadline/Project Driven

EXPERIENCE

ONLINE COURSE DEVELOPER | 05/2017 - 02/2025

The Center for Sales Strategy (CSS)

- Designed and developed over 200 online courses for marketing and sales strategies in media and B2B
- Worked with Ai and video to enhance engaging content that ensures knowledge retention
- Elevated corporate brand presentation online and print
- Created course logos and brand with cohesion to company design standards
- Served on Culture Committee building community in a completely remote company

INTERACTIVE WEB DEVELOPER | 08/2012 - 09/2016

Disney's Yellow Shoes Creative Group

- Assisted Art Directors to build concise and best practices email campaigns completed on time
- Animated media banner ads for extensive, multi-continent and multi-language campaigns with proven click-tag rates
- Performed technical quality assurance, with attention to detail at both code and presentation layer
- Worked independently or alongside other developers, traffic managers, copywriters and art directors on multiple projects of various complexity in a fast-paced, deadline-driven environment
- Served content to North, Central, South America and sometimes Australia covering 6 languages

Debra **Beth** Lawson

OWNER / WEB DESIGNER TO DEVELOPER / GRAPHICS | 01/2003 - 05/2017

DbITake Designs

- Provided internet related services including web site design, front-end web development, domain name registration and web site hosting
- Communicated directly with clients to establish project parameters, brainstormed creation of brand consistent concepts, wrote proposals, analyzed competitor web sites and kept up with digital design trends, determined web site content needs and met client wish lists while maintaining intuition, created wireframes and site/system flows and communicated progress with client throughout project
- Designed & developed web sites from start to finish, including standard and ecommerce sites
- Created banner ads, email advertisements, brand stories, newsletters and flash animations
- Graphic design to print including logos, corporate branding, book covers, newsletters, business cards and brochures

EDUCATION

International Academy of Design - Tampa, FL

Bachelor of Science - Web Design & Development

ACHIEVEMENTS

The Center for Sales Strategy (CSS)

- 2025 - CSS named ***Training Industry “Top Sales Training and Enablement Companies”***
[see article](#)
- 2024 - CSS named ***Selling Power Magazine’s “Top Virtual Sales Training Companies”***
[see article](#)
- 2024 - ***Inc. Best Workplaces “Awarding Excellence in Company Culture”***
[see article](#)
Served on the Culture Committee helping the all remote company make the list.
- 2023 - October - Employee of the Month

International Academy of Design

- 2003 - 1st Place Student Achievement in Video Post Excellence
- 2003 - 1st Place Top of Class Illustrated Art

PERSONAL ACHIEVEMENTS

Long Distance Hiking

- 2000 Thru-hike of the Appalachian Trail and International Appalachian Trail
- Georgia to Maine (AT) 2,170 miles plus Maine to Cap Gaspé, Quebec (IAT) 750 miles
- 2000 First Woman to complete a thru-hike of the International Appalachian Trail (IAT)
- 2002 First Woman to complete the Eastern Continental Trail (ECT)
- Key West to Cap Gaspé, Quebec 4,500 miles: GA to Quebec (2000) & GA to Key West (2002)