DAKOTA GILLETTE

DIGITAL DESIGNER & WEB DEVELOPER

Kuna, Idaho | me@dakotagillette.com | dakotagillette.com | linkedin.com/in/dakotagillette

PROFILE

Designer and web developer with 10+ years building brands, websites, and content across print, web, social, and video. Manages 14 radio station websites and dozens of client sites at once, and produces the design, video, and photography behind their campaigns. Works across WordPress, Webflow, Shopify, Squarespace, and custom-coded sites. Google Analytics certified and fluent in AI-assisted development. Organized and deadline-driven.

CORE SKILLS

DESIGN	Layout & Typography · Branding & Identity · Packaging · Print Production · Billboards & Vehicle Wraps
VIDEO & PHOTO	Video Editing · Color Correction · Audio Sync · Motion Graphics · Drone Footage · Photography
SOFTWARE	InDesign · Photoshop · Illustrator · Premiere Pro · After Effects · DaVinci Resolve · Acrobat
WEB & CMS	WordPress · Webflow · Shopify · Squarespace · Magento · Wix · Astro · HTML/CSS/JS/PHP · Stripe
QUALITY & SEO	Website QA & Audits · SEO · Google Analytics · Accessibility (WCAG) · Project Management

EXPERIENCE

Web & Visual Designer
Apr 2022 – Present

Iliad Media Group · Nampa, ID (Hybrid)

- Manage, publish, and maintain the company website, its 14 radio station websites, and dozens of client sites across WordPress, Webflow, Shopify, and Squarespace.
- Design billboards, vehicle wraps, station guides, sales collateral, and web, email, and paid social graphics for 14 radio stations and local advertisers, on brand and on deadline.
- Produce, shoot, and edit TV commercials, interview videos, and drone footage, with color correction, audio, and motion graphics, including press coverage at the Treefort Music Festival.
- **The BOGO HQ:** Designed and built a full e-commerce certificate site, and lead UI/UX design for internal tools and web apps.

Owner & Web Consultant
Jun 2015 – Present

Bethesda Media · Freelance web & design studio

- **Protech Sleeves (2026 – Present):** Created the brand identity, retail packaging, and WordPress e-commerce site (catalog, store locator, wholesale program) for a growing trading card accessories brand, with ongoing consulting.
- **Free Website Idaho:** Build custom-coded small-business sites in about two weeks each, optimized for search and performance.
- Client sites and brand systems, including a WordPress site for Karisuma Group, Dark Horse Gourmet labels, book covers, and logos.

Technical Project Manager 2020–Present | Web Developer 2018–20
Jan 2018 – Present

HaiKhuu LLC · Chicago, IL (Remote, Contract)

- Own web development and content for an investing platform and community of 250K+ members, including Stripe checkout.
- Produce branded video, digital ads, motion graphics, merch designs, and thumbnails, and manage storefront content.
- Lead a cross-functional team of developers and creatives building proprietary tools, and built a podcast studio.

Digital Marketing & Systems Specialist 2020–22 | Computer Support Tech 2017–20
Feb 2017 – Apr 2022

Anderson Perry & Associates · La Grande, OR

- Shot photos, video, and drone footage of engineering project sites, designed print collateral, and ran the digital asset library.

EARLIER Graphic Web Designer, Gemmer & Clemens (2013 – 2014), building sites in HTML, CSS, JavaScript, and PHP · Co-Owner, SG Gourmet (2014 – 2016), gourmet balsamic vinegar and olive oil products sold online and in retail

EDUCATION & CERTIFICATIONS

Bachelor's Degree, Web Design & Development · Full Sail University — 2016

- Google Analytics Certification · Google, 2022
- Google AI Essentials · Google, 2025
- Content Marketing · HubSpot Academy, 2023
- Foundations of Project Management · Google, 2025
- SEO Strategy, Keyword & Local SEO · Semrush, 2023