

SKILLS

Illustrator, Photoshop, InDesign, Acrobat, MS Office, QuarkXPress, Axure, InVision, HTML/CSS

Creative concepts and ideation

Brand management and creation

Webmaps and wireframes

Rapid prototyping

Redlining and asset optimization

Photoshoot direction

Managing small creative teams

Illustration

EDUCATION

ART INSTITUTE OF SEATTLE

Associate of Applied Arts | 2004
Graphic Design

SCHOOL OF VISUAL CONCEPTS

Ongoing coursework

AWARDS

2013: Webby nominee
University of Maryland

2012: Webby-16th Annual winner
MarCom-gold
Totem award
Downtown Seattle Association

2011: MarCom-platinum
Davey-gold
Washington STEM

EXPERIENCE

MICROSOFT

Senior UX designer | 2014 - present

Maintain and improve the overall store experience, page layout, banner design, asset optimization, rapid prototyping, wireframing, developer collaboration.

FRAUSE

Art director | 2009 - 2013

Provided creative leadership to design team, lead design internship program, presented creative concepts and strategies to clients and internal team, worked with digital teams to create enjoyable interactive experiences and custom content management systems, designed eMarketing and social media campaigns, directed photographers, developers, and copywriters.

Clients: Nordstrom, REI, Duraflame, University of Maryland, and more.

SHORELINE BANK

Graphic designer | 2008 - 2009

Managed print and web projects from concept to completion, worked alongside department leads to develop strategic direction for their marketing needs, coordinated all production, managed budget and deadlines.

MACY'S

Creative designer | 2007 - 2008

Designed and illustrated materials for regional and national campaigns, collaborated with art directors, photographers, copywriters, and buyers.

ENVIROISSUES

Graphic designer | 2004 - 2007

Designed public outreach/awareness materials for government officials, and focus groups, worked within strict brand guidelines as well as providing new ideas for evolving brands.

MINUTEMAN PRESS

Production and prepress designer | 2004

Managed file preparation for all projects, worked closely with press operators to ensure high quality of work, assisted clients with press checks, provided design assistance when needed.

DANIELLEDESIGN.COM

Freelance graphic designer | 2004 - present

Brand development, identity systems, infographics, marketing materials, web design, and illustration.