

DANIELLE HOLZAPFEL

GRAPHIC DESIGNER / ANIMATOR

Brings creative and innovative graphic design experience to businesses in support of marketing products, solutions, and services, along with company brand and revenue goals. Enhances visibility through design of website and Ecommerce sites. Possesses substantial layout and design experience using industry-standard programs.

Detail-oriented, highly organized, and skilled at multi-tasking. Applies extensive graphic design and animation experience to mentor others and support overall team and business success.

PROFESSIONAL EXPERIENCE

IBM – Jericho, NY

Informational Graphic Designer, August 2015 – June 2017

- Lead development of graphics and serve as art director on innovative proposals, focusing on high-end print, web, and video deliverables.
- Built proposals within development stage, collaborating with Sales Transaction Support team for prospective worldwide clients in key solution areas: Cloud, Analytics, Mobile, Security, and Big Data.
- Managed and organized projects effectively, ensuring all deadlines were met in fast-paced agile environment, while working with local, global, and remote team members.

Display Technologies, LLC - Lake Success, NY

Marketing Graphic Designer, September 2013 – August 2015

- Designed and edited marketing collateral such as business cards, sell sheets, spec sheets, promotional flyers, catalogs, case studies, weekly wins calendar, and other product related promotional material.
- Drew and edited step-by-step installation/assembly sheets, ensuring accurate assembly of client specialty fixtures and proper installation of gravity fed shelf merchandizing systems.
- Created and edited client visits, installations/assembly and product videos.
- Maintained and worked with small team, launching new website and internal image library in 2014.
- Built, maintained, and worked with small team, rolling out ecommerce site in January 2015.
- Created power point presentations, communicating company's mission and new product offerings.
- Assisted with trade show collateral, designing marketing materials such as banners, flyer, name tags, and videos.

Farmingdale State College - Farmingdale, New York

Adjunct Professor, August 2012 – December 2014

- Taught Digital Media and Methods class which focuses on color theory, typography, principles, and elements of design using Photoshop, Illustrator, Dreamweaver, and InDesign for Mac print and web environment.
- Prepared quizzes, web/graphic design projects, coursework, lessons, and developed teaching strategies, engaging students in interactive learning process.

United Staffing Solutions/ NBC Universal – New York NY

Graphic Designer, June 2009 – August 2013

- Designed and printed corporate publications/ marketing collateral such as letterheads, business cards, holiday cards, invitations, evites, credentials, internal awards, flyers, brochures, posters, booklets, and other related promotional materials for various departments while adhering to corporate branding.
- Executed corporate publications tasks for following departments: Late Night Jimmy Fallon Show, Morning Joe Show, Today Show, Dateline, Peacock Productions, Media Works, NBC News, NBC Sports and Olympics, Syfy Network, USA Network, Oxygen Network, NBC Retail Store, Corporate Communications, HR Operations, Internal Communication Events & Production, Facilities and Finance.
- Created and setup invitational printing press jobs for formal non-profit organizational events that NBC Universal worked in collaboration with annually.
- Managed and organized projects, ensuring all deadlines were met in fast-paced environment.
- Printers used: HP Design Jet Z6200, Xerox Color Press 800, Canon Imagepress C6000.

New York University - Office of Student Activities/CSALS - New York, New York

Graphic Design Consultant, May – September 2009 & June – October 2010

Graphic Designer, January 2007 – September 2008

- Designed flyers, brochures, calendars, postcards, invitations, tickets, magnet, forms and t-shirts for student clubs within Office of Student Activities.
- Maintained Office of Student Activities and Budget Office websites.

Saint John's University - Jamaica, New York

Adjunct Professor, August 2008 – December 2009

- Taught Fundamentals of Media Graphics class, which focused on color theory, typography, principles and elements of design using Photoshop, Illustrator, and InDesign for Mac print environment.
- Prepared quizzes, graphic design projects, coursework, lessons, and developed teaching strategies to engage students in an interactive learning process.

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EDUCATION

- **Animation Mentor**
Emeryville, CA
Diploma in Animals and Creatures Animation

Diploma in Advanced Studies in Character Animation
- **New York University**
New York, NY
Master of Science (MS) ,
Digital Imaging and Design
- **Saint John's University**
Jamaica, NY
Bachelor in Fine Arts (BFA)

COMPUTER SKILLS

- **Software:**
Acrobat, After Effects, Dreamweaver (HTML, CSS), Excel, Fiery Command WorkStation, FTP, Illustrator, InDesign, MailChimp, Maya, Media Encoder, Muse, Photoshop, PowerPoint, Prezi, Shopify, Word
- **Hardware:**
Mac & PC

CURRENT URLS

- <http://www.display-technologies.com>
- <http://shop.display-technologies.com>