

DANIELLE HOLZAPFEL

SENIOR GRAPHIC DESIGNER / ANIMATOR

Creative visionary, with demonstrated expertise in innovative graphic design in support of marketing products, solutions, and services driving brand awareness and revenue goals. Proven track record enhancing visibility through design of website and eCommerce sites, applying extensive graphic design, implementing dynamic communications and marketing material and ensuring deliverables match intended organizational strategies. Detail oriented, highly organized and skilled at multi-tasking. Possesses extensive experience in layout and design, using industry-standard programs. Ability to build and sustain close working relationships with partnering teams to best deliver key messaging and successfully meet objectives.

PROFESSIONAL EXPERIENCE

Canon U.S.A., Inc. – Melville, NY

Graphic Designer Specialist, June 2018 – May 2020

Contractor, June 2018 - December 2018

- Maintained and updated company's intranet news site (Canon Americas News On-line) to include designing banners, coding, posting and archiving new content to site, bi-weekly
- Created bi-weekly email blasts about updated web content
- Responsible for design and layout of bi-monthly company internal magazine (Imagine), prepared for printing and distribution to all employees across Canon Americas in four languages
 - Redesigned Imagine as an interactive pdf including roll over images, interactive buttons and links
- Designed high-quality corporate publications/ marketing collateral to include; Canon America Publication Magazine, brochures, flyers, logos, garments, email blasts, promotional material for Corporate Communication Department and other company divisions

IBM – Jericho, NY

Informational Graphic Designer, August 2015 – June 2017

- Led development of graphics and served as Art Director on innovative proposals, focusing on high-end print, web and video deliverables
- Built proposals within development stage, collaborated with Sales Transaction Support Team on prospective worldwide clients in key solution areas; Cloud, Analytics, Mobile, Security, and Big Data
- Effectively managed and organized projects, partnered with local, global and remote teams, and ensured deadlines were met in a fast-paced agile environment

Display Technologies, LLC - Lake Success, NY

Marketing Graphic Designer, September 2013 – August 2015

- Designed and edited marketing collateral, to include business cards, sell sheets, spec sheets, promotional flyers, catalogs, case studies, weekly wins calendar and other product related promotional material
- Created step-by-step installation/assembly instructional documents, ensuring accurate assembly of client specialist fixtures and proper installation of gravity fed shelf merchandising systems
- Created and edited installations/assembly, product and client visit videos
- Partnered with team, launched and maintained new website and internal image library
- Built and maintained company eCommerce website
- Created PowerPoint presentations, communicated company's mission and new product offerings
- Designed trade show marketing materials to include banners, flyers, name tags and videos

Farmingdale State College - Farmingdale, New York



Adjunct Professor, August 2012 – December 2014

- Taught Digital Media and Methods class, focusing on color theory, typography, principles and elements of design utilizing Photoshop, Illustrator, Dreamweaver and InDesign for Mac print and web environment
- Prepared quizzes, web/graphic design projects, coursework, lesson plans, using teaching strategies to engage students in interactive learning

NBC Universal – New York NY

Graphic Designer (Contractor), 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 product related promotional materials, adhering to corporate branding, consistently
- Executed corporate publications tasks, across multiple departments such as, Late Night Jimmy Fallon Show, Morning Joe Show, Today Show, Dateline, Peacock Productions, Media Works, NBC News, NBC Sports, NBC Retail Store, Corporate Communications, HR Operations, Internal Communication Events & Productions, Facilities and Finance and others
- Created and setup invitational printing press jobs for annual formal non-profit organizational events
- Managed and organized multiple projects, ensuring deadlines were met in a fast-paced environment

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EDUCATION

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

Diploma in Advanced Studies
in Character Animation

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.canon.cusa.canon.com/CanonAmericasNews.index.asp>
<http://www.display-technologies.com>
<http://shop.display-technologies.com>