





DANIELLE HOLZAPFEL

SENIOR GRAPHIC DESIGNER / ANIMATOR

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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)
Associate in Arts (AA)

Animation Mentor
Emeryville, CA
Diploma in Animals and
Creatures Animation

Diploma in Advanced Studies
in Character Animation

SKILLS

- Graphic/Web/Motion Design
- Animation
- Art Direction
- Brand Development
- Project Coordination
- Training
- Strategic Thinker

PROGRAMS

- Adobe Creative Suite
Acrobat, After Effects, Dreamweaver,
Illustrator, InDesign, Media Encoder,
Muse, Photoshop, Premiere Pro
- Canva
- CMS, FTP, HTML, CSS
- MailChimp, Open Moves
- Microsoft Office Suite
Excel, PowerPoint, Teams, Word
- Maya
- Prezi
- Shopify

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. Ability to build and sustain close working relationships with partnering teams to best deliver key messaging and successfully meet objectives.

PROFESSIONAL EXPERIENCE

- Apr 2022 - **Digital Designer (Contractor)**
Current Citrin Cooperman & Company LLP – Melville, NY
 - Provides graphic design support for digital, social, and print design needs, including advertisements, brochures, flysheets, posters, presentations, email newsletters, mass emails, website graphics, video editing, infographics, and any other necessary visual based communications
 - Serves as an account manager for each assigned project.
- Dec 2021 - **Graphic Designer**
Mar 2022 Island Harvest – Melville, NY
 - Led the company's rebrand and served as art director on the creative direction of all collateral including: stationery, brochures, email/ppt templates and other brand designs.
 - Designed and created a full range of print and digital marketing material
 - Created graphic imagery for social media
- Dec 2018 - **Graphic Design Specialist (Contractor June 2018 - December 2018)**
May 2020 Canon U.S.A., Inc. – Melville, NY
 - Maintained and updated company's intranet news site 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 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
- Aug 2015 - **Informational Graphic Designer**
Jun 2017 IBM – Jericho, NY
 - 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
- Sep 2013 - **Marketing Graphic Designer**
Aug 2015 Display Technologies, LLC - Lake Success, NY
 - Designed and edited marketing collateral, to include business cards, sell sheets, spec sheets, promotional flyers, catalogs, case studies 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
- Jun 2009 - **Graphic Designer (Contractor)**
Aug 2013 NBC Universal – New York NY
 - Designed and printed corporate publications/marketing collateral such as letterheads, business cards, holiday cards, invitations, evites, credentials, awards, flyers, brochures, posters, booklets and other product related promotional materials, adhering to corporate branding
 - 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