






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
- Envato
- MailChimp
- Microsoft Office Suite
Excel, PowerPoint, Teams, Word
- Maya
- Open Moves
- Prezi
- Shopify
- CMS, FTP, HTML, CSS

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

Nov 2022 - **Senior Creative Designer**

Current

GrantWorks, Inc. – Austin, TX (Remote)

- Provides creative direction and leads graphic development throughout the creative process
- Conceptualize ideas and translate complex concepts and sales messages into compelling, hard-hitting graphics and illustrations
- Create design solutions to client RFPs, brand related advertisements, flysheets, and similar sales-related collateral

Aug 2022 - **Online Adjunct Faculty – Graphic Design (Part-time)**

Current

Southern New Hampshire University – Manchester, NH (Remote)

- Teaching Digital Graphic Design for the Web an asynchronous class which focuses on design theory and its application to web design using sitemaps, wireframes and Visual Studio Code (html, css)

Apr 2022 - **Digital Designer (Contractor)**

Aug 2022

Citrin Cooperman & Company LLP – Melville, NY (Remote)

- Provided graphic design support for digital, social, and print design needs, including advertisements, flysheets, presentations, email newsletters, website graphics, motion graphics, video editing, infographics, and any other necessary visual based communications
- Served as an account manager for each assigned project while upholding brand standards

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, PowerPoint templates and other company branded designs
- Designed and created a full range of press-ready mechanical files and digital marketing material
- Used Canva for the creation of 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 the bi-monthly company magazine (Imagine), from the beginning conceptual stages through completion and preparation 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

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PROFESSIONAL EXPERIENCE *(continued)*

- Explored unique creative design solutions across a wide range of 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 - Jun 2017 **Informational Graphic Designer**

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 - Aug 2015 **Marketing Graphic Designer**

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
- Drew technical illustration and 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

Dec 2014 - Aug 2012 **Adjunct Professor (Part-time)**

Farmingdale State College – Farmingdale, NY

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

Jun 2009 - Aug 2013 **Graphic Designer (Contractor)**

NBC Universal – New York, NY

- Designed and performed quality control of 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
- Executed corporate publications using existing brand guidelines 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

Dec 2009 - Aug 2008 **Adjunct Professor (Part-time)**

St. John's University – Jamaica, NY

- Taught Fundamentals of Media Graphics class, which focused on color theory, typography, principles and elements of design using Photoshop, Illustrator, and In Design for Mac print environment
- Prepared quizzes, web/graphic design projects, coursework, lesson plans, using teaching strategies to engage students in interactive learning