






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
- Brightspace
- Canva
- Envato
- MailChimp
- Microsoft Office Suite
Excel, PowerPoint, SharePoint,
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
- Independently working to ensure the timely delivery of projects, and maintaining the highest quality standards

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

Current

Southern New Hampshire University – Manchester, NH (Remote)

- Teaching Design Thinking for Graphic Designers an asynchronous class using Brightspace which focuses on using a design thinking process to develop user-centric, solution-based approaches to solve design challenges using Bongo, Adobe InDesign and Adobe Illustrator
- Teaching Professional Practices in Graphic Design an asynchronous class using Brightspace which focuses on the essential project management practices and communication methods necessary throughout the design process using Adobe InDesign and Adobe Illustrator
- Taught Digital Graphic Design for the Web an asynchronous class using Brightspace which focused on design theory and its application to web design using sitemaps, wireframes, and Visual Studio Code (html, css)

May 2025- ○ **Adjunct Faculty – Graphic Design for Public Relations (Part-time)**

June 2025

University of Indianapolis – Indianapolis, IN (Remote)

- Taught Graphic Design for Public Relations, an asynchronous graduate-level class using Brightspace which focused on color theory, typography, the principles, and elements of design using InDesign for print and digital
- Prepared graphic design projects, coursework, lesson plans, used teaching strategies to develop and facilitate an engaging online learning experience

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

Aug 2022

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

- Designed high-quality brand assets 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
- Utilized creative software to produce deliverables that met the objectives of each project, across multiple industries, service areas, and geographies
- Served as an account manager for each assigned project while upholding brand standards

Dec 2021 - ○ **Graphic Designer (Part-time)**

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,

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PROFESSIONAL EXPERIENCE *(continued)*

- PowerPoint templates and other company branded designs
- Developed effective and compelling creative concepts and design assets across a full range of print and digital marketing material
- Used Canva for the creation of graphic imagery for social media

Jun 2018 - May 2020 ○ **Graphic Design Specialist** (Contractor June 2018 - December 2018)

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
- 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 (Remote)

- 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 B2B / B2C 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 videos for product installations/assembly, new products, and client showroom visits
- Partnered with a developer and marketing manager to create wireframes, design, launch, and maintain the new website and its CMS internal image library
- Designed, built, and maintained company retail eCommerce website and mobile site
- Created branded 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 - 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