

# Danielle White

INTERACTIVE MULTIMEDIA DESIGNER

732-832-1993



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Fredericksburg, VA



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## SKILLS

Programming - JavaScript, Java, jQuery, Action Script, XML, XHTML, DHTML, HTML, SQL, CSS, Adobe Dreamweaver

Graphic Design - Adobe (Illustrator, Photoshop, Lightroom and InDesign) Corel Draw

Video/Animation - Final Cut Express, Avid Media Composer, Adobe (Premiere Pro, Flash and After Effects)

Marketing Skills - Facebook Meta Ads, Google Ads, Social Media Marketing, Klaviyo, Mailchimp

Other - Time Management, People Skills, Attention to Detail, Team Player, Analytical Thinking, Problem-solving, Written and Verbal Communication Skills

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## EDUCATION

Associate Degree, Web Design & Interactive Media, The Art Institute of Pittsburgh

## PROFESSIONAL PROFILE

A Multimedia Designer with 15+ years of experience in creating professional and creative artwork for both digital and print projects for companies in a wide range of industries. With a solid background in assisting companies with the creative process from conception to completion through innovative approaches that deliver results.

## EXPERIENCE

**BOLD FLAVA CLOTHING** | Baltimore, MD | 2018 – Present

*Creative Director*

Utilized creativity and innovation to build a brand from the ground up that generated 6 figures in 3 years.

Conceptualized, designed, and executed innovative product packaging and apparel.

Took prototypes to the final stage of completion with U.S. and overseas manufacturers.

Developed, implemented, and strengthened social media-based marketing campaigns and product promotions. Increased social media audience from 0 followers to over 15K followers in under 3 years.

**BOLD EXPRESSIONS** | Baltimore, MD | 2014 – Present

*Interactive Multimedia Designer*

Mastered web and print design from conception to completion.

Created an online brand presence for clients, which targeted their audience with creative interactive designs, increasing their sales by 45%-80% within the first 4-6 months.

Created artwork, images, animations, packaging, websites, and other aesthetic elements for clients.

Developed, implemented, and strengthened social media-based marketing campaigns and product promotions.

Met with clients to determine and define goals surrounding graphics, design approaches, and architecture.

**FREELANCER** | Homebased | 2009 – 2013

*Graphic & Web Designer*

Worked with a variety of companies across different industries on developing, testing, and maintaining e-commerce websites.

Revamped layouts of existing websites and improved traffic by 60%.

Designed and develop promotional materials such as email marketing, banners, advertisements, and supporting print materials.

Designed business logos, flyers, graphic t-shirt, business cards, book covers, magazines, newspaper, brochures, lawn signs, and invitations for clients.

Illustrated Coloring books and children's books for clients.