

# DANIELLE MACINDOE

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www.daniellemacindoe.nyc/worksamples

## Education & Training

**2009 Parsons School of Design** | New York, NY  
Bachelor's in Fine Arts, Illustration

**2016 Adobe Certified Expert** | Illustrator  
Photoshop expected April 2017

**2016 Fashion Institute of Technology** | New York, NY  
Professional Studies Coursework - Textile Fabrication and Finishing, eCommerce, Marketing, Licensing and Legal Contracts

**2012 Rhode Island School of Design** | Providence, RI  
Professional Studies Coursework - Web Design

## Skills

**Digital Media** | Expert in Adobe Photoshop, Illustrator, InDesign and Bridge · Proficient in Microsoft Office, Flash, Dreamweaver, Wordpress, digital photography, PLM, tech packs · Familiar with HTML, CSS, PHP, SEO, Action Script 3

**Traditional Media** | Drawing, painting, sketching printmaking, pattern tiling, print mounting, garment construction, sewing, embroidery, beading, pattern drafting

**Additional Skills** | Dependable, adaptable, exceptional communication (verbal SAT 780), excellent problem solver, strong conceptualization skills, deadline oriented, able to handle multiple tasks, willing and competent mentor, committed to upholding best practices, maintains awareness of industry trends, operates with precision and accuracy

## Work Experience

**Freelance Graphic Artist** | April 2007 - Present

Extensive experience working both remotely and in-house including full time positions · Successfully completes all visual aspects of large scale programs from concept through final production as well as small assignments with quick turnarounds Background in both print and web based projects · Published children's book illustrator · Clients have included Make Music New York!, Hydrant Denim, Aeropostale, and Kehinde Wiley Studios

**Panties Plus Inc.** | New York, NY

**Associate Graphic Artist** | August 2015 - July 2016

Responsible for approximately 30% of original surface pattern designs in production while working in a team of 12 designers Adapted to a variety of techniques and styles to cater to the look and feel of each brand identity, including house labels, license accounts and private label brands · Implemented a series of labor saving techniques and templates to significantly increase CAD presentation turn over and complete precise and accurate deliverables at unprecedented speed · Established the color palette, signature print and body styles for successful intimates collections

**Adjmi Apparel Group** | New York, NY

**Associate Graphic Artist** | August 2014 - January 2015

Worked closely with senior designer in various departments to develop highly marketable placement graphics, repeat prints, embellishment designs and yarn dyes for apparel and home goods · Established standardized home storage bodies to ensure consistent presentation · Selected on-trend color palettes based on market research · Effectively marketed products to consumers with eye catching package design · Prepared tech packs for production using the appropriate file transfer protocol

**Seven Apparel Group** | New York, NY

**Graphic Artist** | May 2013 - July 2014

Created best selling designs across multiple departments, including home decor, intimate apparel and kitchen accessories · Produced an extensive library of repeating print options, creating more options for buyers and opportunities for potential sales · Imagined unique design concepts resulting in increased sales and repeat orders · Established an organized database of templates and resources for communal use · Greatly improved quality and efficiency of product photography by streamlining shooting and editing processes and suggesting essential equipment upgrades

**RTR Packaging Company** | New York, NY

**Graphic Designer** | May 2012 - February 2014

Ensured a high standard of quality for high-end custom bags, boxes and conceptual packaging by preparing precise layouts for print production based on client branding and specifications, mocking up accurate 3D presentations, checking and approving proofs according to strict standards · Designed new products, created print and web advertisements · Conceived of a series of easily updated catalogs and price books to streamline the selling process, undertaking each point of the process including photo editing, layout, price configuration, type setting, technical drawings, and adapting to a variety of output situations both digital and print

**United Cerebral Palsy of Rhode Island** | Pawtucket, RI

**Art Instructor** | February 2010 - May 2012 / **Web Administrator** | March 2012 - Present

Instructed students in composition, color schemes and a variety of techniques and media, while maintaining a structured, safe and clean environment conducive to learning and self expression · Developed and prepared projects to inspire creativity and self confidence · Envisioning a means of expanding the program, I conceived and designed all aspects of a successful online Etsy store of the art produced, which I continue to manage and promote