

DANIELLE MACINDOE

GRAPHIC ARTIST BROOKLYN, NEW YORK

SKILLS

DIGITAL MEDIA

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

TRADITIONAL MEDIA

Drawing, painting, sketching, pattern tiling, printmaking, print mounting, embroidery, sewing, garment construction, beading, hand lettering, print mounting, collage, pattern drafting

ADDITIONAL SKILLS

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

EDUCATION

PARSONS SCHOOL OF DESIGN | NEW YORK, NY
Bachelor's in Fine Arts, Illustration

FASHION INSTITUTE OF TECHNOLOGY | NEW YORK, NY
Professional Studies Coursework - Textile Fabrication, Dyeing and Finishing, eCommerce, Marketing, Creative Licensing and Legal Contracts

RHODE ISLAND SCHOOL OF DESIGN | PROVIDENCE, RI
Professional Studies Coursework - Web Design

OTHER ACTIVITIES

ADOBE CERTIFIED EXPERT | Illustrator
Photoshop expected Fall 2017

PROFESSIONAL ADOBE TUTOR

Instructs in Illustrator, Photoshop and InDesign for high school to adult students beginner to advanced

FREELANCE GRAPHIC ARTIST

Extensive experience working both remotely and in-house · Background in both print and web based projects · Published children's book illustrator

PLUMAGER INC

Newly formed business venture to license original textile and surface designs to the fashion and home industries · Custom designs as well as non-exclusive

WORK EXPERIENCE

RTR PACKAGING COMPANY | NEW YORK, NY
GRAPHIC DESIGNER | MAY 2012 - FEBRUARY 2014 | MAY 2017 - PRESENT

Solely responsible for the graphics and production of packaging for an impressive array of high end clients · Creates new products including sourcing materials and fabricating mock-ups · Responsible for many enduring marketing campaigns from initial concepts to creating visuals for print, web and social media 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

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

AEROPOSTALE | NEW YORK, NY
FREELANCE PRODUCTION ARTIST | APRIL 2015 - JULY 2015

Conducted seasonal market research and compiled trend reports and mood boards · Created original placement graphics based on creative meetings and finalized concepts · Prepared graphic files for production and uploaded all necessary files to factory through PLM · Updated Bill of Materials as necessary · Adjusted artwork according to guidance from art director

ADJMI APPAREL GROUP | NEW YORK, NY
ASSOCIATE GRAPHIC ARTIST | AUGUST 2014 - FEBRUARY 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