

danielle gerard
graphic design

employment
history

code and theory

new york, new york
sr art director, feb 2017–apr 2018
art director, jan 2016–jan 2017
global digital campaign concepting,
photo art direction, design execution

bloomingdale's

new york, new york
sr digital designer, apr 2015–dec 2015
web designer, nov 2013–mar 2015
jr web designer, sept 2012–oct 2013
multi-vendor microsite design, lookbooks,
homepage design, email marketing

condé nast (lucky magazine)

new york, new york
freelance web/graphic designer,
may–sept 2012
lucky shops multi-screen app,
launch and marketing asset creation

steve madden, ltd

long island city, new york
freelance designer, aug 2011–apr 2012
jr web designer, aug 2010–may 2011
digital site and affiliate marketing design,
marketing calendar organization

skills

adobe design suite cs6, cc
photo and video art direction
big idea concepting and problem solving
team collaboration
basic html5, css and jquery

intern
fellowships

steve madden, ltd

long island city, new york
e-commerce summer internship, 2011
digital site and affiliate marketing design,
photoshoot art direction, social media
art design, training of jr web designer

steve madden, ltd

long island city, new york
e-commerce summer internship, 2010
digital site and affiliate marketing design,
email design and deployment,
cheetahmail mapping and analysis,
visual calendar of email performance

steve madden, ltd

long island city, new york
men's summer internship, 2009
madden branding, logo, shoe box and
shoe pattern design, catalog organization,
office assistance, international shipping

awards

team of the season, fall 2015

seasonal recognition award for sjp by
sarah jessica parker launch at bloomingdale's

team of the season, fall 2013

seasonal recognition award for tory burch
fragrance launch at bloomingdale's

education

arizona state university

tempe, arizona
b.s.d. graphic design
graduated may 2012
magna cum laude

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