

# DANIELLE RUDOLPH

ART DIRECTION + GRAPHIC DESIGN

## PROFILE

I have over 15 years of experience as a digital designer. I've worked primarily in the retail sector and have experience art directing, managing staff, and working as part of diverse teams across departments including external partners. As part of each role I have produced a variety of types of creative assets. These include: brand development and brand books, campaign development and execution, web site design including wire frames & concepts, landing pages, emails, ad banners and more. I also have development abilities using HTML, JQuery and CSS.

## EXPERIENCE

### JR. DESIGNER

STEIN ROGAN + PARTNERS | New York, NY | 1999

After interning at this print and digital shop in 1998, I returned for a short period of time in 1999 to work on several on-line campaigns for various clients. It was an excellent place to get my feet wet after college, and I realized my interest began leaning towards web design.

### WEB DESIGNER

REAL ESTATE ONLINE | New York, NY | 1999 - 2005

This small company in New York graciously gave me a chance to bring my design skills in-house while developing my coding abilities. I designed and coded websites for many big names in real estate, such as Vornado Realty Trust and W&M Properties (owner of the Empire State Building).

### SR. WEB DESIGNER

ARDEN B. | Foothill Ranch, CA | 2005 - 2010

I learned a great deal as I on-boarded at this trendy retailer, and began to re-brand and utterly overhaul the website. Working with external partners, I also re-platformed both the Arden B. and Wet Seal websites along with another designer. I fell into the fashion and retail world with a passion as I learned what it was to speak to the elusive customer in a way that gained her trust and wallet share in a competitive space. Since the staff was fairly small, I also managed product photoshoots and developed concepts for an email/site update calendar with the merchandising team.

## CONTACT



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## EXPERTISE

ART DIRECTION

BRANDING

DESIGN

ILLUSTRATION

CODING

UI/UX

## EDUCATION

BFA

Syracuse University

Advertising Design

1999

## EXPERIENCE

### MANAGER, INTERACTIVE CREATIVE DESIGN

DRESSBARN | Mahwah, NJ | 2010 - 2014

I managed a small team of three designers at dressbarn, where I continued my journey in the world of branding and retail. I worked closely with the Creative Director to help shape the customer experience, and worked with outside email vendors and web vendors as we re-platformed the site. My passion for the story only grew as my talents were nurtured here. I wanted to understand the customer and speak to her through the vehicles I had at my disposal. What was she looking for? How could we empower her and motivate her choices? I loved working for this company and with these amazing people.

### DIGITAL DESIGNER

KIMBERLY-CLARK PROFESSIONAL | Roswell, GA | 2015 - Present

After moving to Atlanta I took a role at Kimberly-Clark Corporation. The work has been most interesting, as I have been tasked with creating enhanced content for the range of products they offer, including on-line campaign work. The opportunity to work on national brands like Kleenex® and Scott® have been very rewarding. In addition I have developed the Digital Shelf Guidelines and Branding documentation with partners across K-C Global and Kimberly-Clark Professional. Recently I developed the Brand Guidelines and designed a set of icons for a new international program involving behavioral science as a tool to increase productivity and safety.

## FREELANCE

### MOANA RESTAURANT GROUP

*Including:*

Molina, Basalt, Piatti, Colony Palms, Hacienda Cocina y Cantina, Olla Cocina, Paragon Restaurant & Bar

2016 - Present

### WE BECOME THE DREAM

Pro Bono Work, 2015

### ENGLISH ALIVE ACADEMY

Pro Bono Work, 2014

## REFERENCES

### TONYA CLINTON

DRESSBARN

tmhny@mac.com

### KIM AUDAN

DRESSBARN

kimaudan@gmail.com

### RENA DELEVIE

THE ROUNTABLE BUSINESS

rena@managementformillennials.com

## PROFICIENCIES

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE INDESIGN

ADOBE DREAMWEAVER

ADOBE BRIDGE

ADOBE FLASH

MICROSOFT SUITE

HTML

CSS

JQUERY

## SOCIAL



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