

DANIELLE C. GARDNER

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Objective

To obtain a senior level position in the graphics industry, where I can utilize my creativity and professional experiences, as well as practice my strong work ethic.

Professional Experience

Senior Graphic Designer in Product Development - The Zrike Company (2007-Present)

- Manage product lines from concept to completion
- Facilitate communication between international manufacturers, clients and company
- Create or alter existing table top and giftware products to meet projected market trends
- Work closely with licensees to develop products that best suit their specific needs
i.e.: Coca-Cola Company, Disney Company, Kellogg Company, Campbell's Soup Company
- Photograph products, as well as edit completed product images for all company marketing materials
- Construct, edit and update website and bi-annual catalog
- Develop promotional materials from concept to print and production
- Design packaging for products
- Create product illustrations by analyzing and interpreting requirements

Freelance Designer (1999-Present)

- Utilize strong organizational and time management skills
- Manage and complete multiple projects simultaneously to successfully meet required deadlines
- Design and program websites and social networking pages
- Interpret the character of clients to create representative logo designs
- Take on commissioned projects for unique works of fine art and portraiture
- Create brand concepts and supportive marketing materials
- Design graphics for apparel

Production Artist - Russ Berrie & Company (1998-1999)

- Designed decorative plates, mugs, napkin rings, candleholders and ornaments
- Constructed mock-ups for product packaging to be used in market research studies

Education

Ramapo College of New Jersey • Bachelor of Fine Arts • Major: Sculpture • GPA 3.7
Joe Kubert School of Cartoon and Graphic Arts • Major: Illustration
Chubb Institute of Technology • Major: Graphic Design and Animation • GPA 4.0

Proficiency

Photoshop	Dreamweaver	Premiere Pro	CSS, PHP, HTML
Illustrator	Flash	After Effects	Mac & PC
InDesign	3d Studio Max	The Fine Arts	

Awards and Accomplishments

- Recognized by the International Housewares Association
- Products featured in recent HFN Magazine publications
- Poster design selected for the NJ Festival of Hot Air Ballooning
- Art Scholarships awarded by Ramapo College of NJ and Dark Horse Comics