

danielle gerard
graphic design

employment
history

bloomingdale's

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

condé nast (lucky magazine)

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

steve madden, ltd

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

intern
fellowships

steve madden, ltd

long island city, new york
e-commerce summer internship, 2011
fulfilled sr web designer responsibilities,
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,
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

education

arizona state university

tempe, arizona
b.s.d. graphic design
graduated may 2, 2012
magna cum laude

awards

team of the season, fall 2015

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

team of the season, fall 2013

tory burch fragrance launch at bloomingdale's

skills

adobe design suite cs6, cc
basic html5, css and jquery
photography art direction
team collaboration
mac and pc proficient

extra
curricular

innovationspace, fall 2011–spring 2012

multidisciplinary design project sponsored by
the center for nanotechnology in society at asu

gdssa secretary, fundraising committee head

graphic design senior student association

daniellegerard.com

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