

DANIELLE ROSNI

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/ graphic designer

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EDUCATION

Lawrence Tech University
BFA in Graphic Design
Southfield, MI

SOFTWARE

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Premiere
Adobe XD
Adobe Acrobat
Figma
Google Drive
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Monday
Wrike

SKILLS

Branding
Print Production
Pre-press
Typography
Digital Marketing
Social Media Design
Project Management
Design Quality Assurance

NETWORK

AIGA PROPEL
Detroit, MI
Workshop Participant

ADOBE MAX
Los Angeles, CA
Conference Attendant

EXPERIENCE

THE STOKE GROUP / Remote – Salt Lake City, UT

Designer & Processes Manager / *September 2023 – present*

- perform thorough and accurate design quality reviews throughout ongoing project lifetime and before file delivery
- operate as point of contact and expert on brand resources for design team while maintaining and implementing brand updates to team-wide templates
- onboard and train new design team members to decrease learning curve and eliminate process and project errors
- establish, refine, and communicate technical creative processes

Production Designer / *September 2022 – September 2023*

- designed digital collateral like social media, blogs, and webinars for client, Adobe
- collaborated with design, editorial, and strategy teams to execute content briefs
- generated and designed content for company's B2B marketing channels

CUSTOM MARIJUANA PACKAGING / Clinton Twp., MI

Pre-press & Production Manager / *May 2021 – June 2022*

- reviewed, formatted, and prepared digital files to ensure accuracy throughout printing process using Adobe Illustrator and imposition software
- processed and scheduled orders to manufacture customized packaging
- coordinated with management to create efficient lean processes and ensure efficiency throughout manufacturing process

Graphic Designer / *January 2021 – May 2021*

- identified and designed unique packaging solutions for clientele of cannabis manufacturers and retailers
- arranged and executed marketing efforts for external B2B promotion of company and manufacturing capabilities
- managed creative branding and retail projects from brainstorming stage to production

ROMEO PRINTING COMPANY / Romeo, MI

Graphic Designer & Printer / *October 2019 – January 2021*

- designed and generated effective marketing and promotional materials for loyal clients of various business structures
- organized and managed ongoing and potential projects through process of origination, conception, modifications, production, and execution
- produced quality design work on expedited time lines to consistently successful yields

ROCKET MORTGAGE MARKETING, CREATIVE TEAM / Detroit, MI

Graphic Designer Intern / *May 2019 – September 2019*

- assisted marketing mission as a designer on Brand and Sponsorship team
- supported projects such as Rocket Mortgage Classic, "More Than a House" Campaign
- generated and pitched social media-based sponsorship campaign targeting youthful demographic of Pre-First Time Home Buyers