

# DANIELLE ROSNI

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/ graphic designer

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## EDUCATION

**Lawrence Tech University**  
*BFA in Graphic Design*  
Southfield, MI / May 2020

## SOFTWARE

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Adobe Premiere  
Adobe XD  
Adobe Acrobat  
Microsoft Word  
Microsoft Excel  
Microsoft Powerpoint  
Monday  
Wrike

## SKILLS

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

## NETWORK

### AIGA PROPEL

*Detroit, MI*  
Workshop Participant

### ADOBE MAX

*Los Angeles, CA*  
Conference Attendant

## EXPERIENCE

### PRODUCTION DESIGNER

#### The Stoke Group

*Remote, Salt Lake City, UT / September 2022 – present*

- design digital collateral like social media, blogs, and webinars to bolster SEO content for client, Adobe
- collaborate with design, editorial, and management teams to successfully execute content briefs
- generate and design content for company's B2B marketing channels

### PRE-PRESS & PRODUCTION MANAGER

#### Bags N' Labels (formerly Custom Marijuana Packaging)

*Clinton Twp., MI / 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

#### Bags N' Labels (formerly Custom Marijuana Packaging)

*Clinton Twp., MI / 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

### GRAPHIC DESIGNER & PRINTER

#### Romeo Printing Company

*Romeo, MI / 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

### GRAPHIC DESIGN INTERN

#### Quicken Loans Marketing, Creative Team

*Detroit, MI / 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