

DANIEL DALOIA

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Chicago, IL, 60640

Graphic Designer with experience in the retail marketing field. Passionate about all things creative and design related; regularly expands knowledge of latest design trends. Possesses critical and creative thinking skills for visual problem-solving. Familiar with and embraces start-up company operations, including fast-paced changes and short-term deadlines. Comfortable exchanging feedback among peers and with leadership in creative endeavors.

Professional Experience:

FREELANCE ILLUSTRATOR & DESIGNER:

Design logos, icons, and develop illustrations.

- Chicago Women Rising - Logo Designer
- Pulling You Forward, LLC - Logo Designer
- The Gluten-Free Chef - Photographer, Designer (2014)
- Lake Villa District Library's Homepage - Magazine Cover Illustrator (Oct/Nov. 2012)
- Scribble Dribble Children's Book - Illustrator (2009)

SWAP.COM

Marketing Team Graphic Designer (2015-2018)

Laid out print graphic deliverables such as flyers, brochures, business cards, letterheads and gift cards. Conceptualized and implemented new brand standards to suit the company's marketing needs by appointing specific colors, a photography style, asset dimensions, and typefaces. Developed creative email content regularly and generated banner content routinely, both on the company website and on the affiliate company websites. Designed infographics and presentation decks for PR and board meeting use.

- Helped guide visuals for email content to suit the company's transition from marketing wares specifically from a child-oriented audience to a broader, mature audience.
- Spearheaded development of print-based customer deliverables. Helped company implement the use of gift cards, in-box flyers, and additional offers for customers.
- Defined and expanded on visual brand standards from the inception of company through its growth.

In-House Photography Team Lead (2014-2015):

Achieved Team Leadership position in early 2015. Managed and trained warehouse associates in the photography department. Operated and maintained camera equipment, including Canon EOS Rebel T6 cameras, lights, fixtures and backdrops

HOBBY LOBBY

Sales Clerk (2011-2014)

Worked the floor to assist customers in finding and understanding products. Cleaned store and conducted basic maintenance. Handled potentially dangerous equipment, including pallet jacks, cardboard balers and trash compactors. Unloaded trucks and staged products in the warehouse. Performed cashier duties.

TECHNICAL SKILL SET

- **Photoshop:** Advanced
- **Illustrator:** Advanced
- **InDesign:** Advanced
- **Dreamweaver:** Beginner
- **HTML & CSS:** Beginner
- **Photography:** Intermediate

EDUCATION

College of DuPage - Associates Degree in Graphic Design (2013)

- President of the college's American Institute of Graphic Arts (AIGA) Program
- Cartoonist for the college newspaper