



Daniel DaLoia

Graphic & Web Designer

artofdandaloia.com

630-696-6611

daloiadan1988@gmail.com

SKILLS

Adobe Creative Cloud

- Photoshop
- InDesign
- Illustrator
- Premier Pro

Video & Photography

Web Design

- Wix
- WordPress
- HTML & CSS

Project Management

- Basecamp
- Trello
- Asana

EDUCATION

College of Dupage

Associates In Graphic Design

SUMMARY

Design professional with nearly a decade of generating visually-compelling content for marketing, and e-commerce companies. Proactive leader with penchant for hiring, training, managing, and motivating team members to do their best work. Critical and creative thinker with visual problem solving aptitude. Committed to helping brands drive their brand vision and message through the use of visual graphics. Team-player who enjoys collaborating with executives, external clients, and marketing teams equally.

THOUGHTDRIP CREATIVE CO. | EVANSTON, IL

Marketing agency for spirits and healthcare

Creative Director, Art – 2022 - 2023

- Produced decks and fliers for Thoughtdrip account managers to use when engaging with clients.
- Designed and built out Thoughtdrip website to showcase the brand message and highlight its capabilities.
- Collaborated with clients to understand and convey their brand identities through creative content.
- Produced creative content for social channels like Instagram, LinkedIn, Facebook, and TikTok.
- Defined visual brand identities for clients, including their logo design, color palettes, font choices, and photography direction.
- Produced cocktail video and photography for spirit clients' brands to increase their social engagement. Increasing one client's engagement over 200% through curated content.
- Created visual content for clients' email campaigns to promote their sales and build brand awareness.

SPIRIT HUB | LINCOLNWOOD, IL

E-commerce retailer of small batch craft spirits

Senior Creative Manager – 2020 - 2022

- Built a team to produce and deliver photographic, video, and digital content based on company needs.
- Managed creative team to ensure creative content met brand and quality standards.
- Oversaw the production of a physical retail location and designed its interior aesthetic.
- Collaborated with marketing and web development leads to plan and produce creative needs.

Graphic Designer – 2018 - 2020

- Produced digital creative content, like banners and additional imagery, for the company website.
- Developed landing page wireframes for the web development team to build.
- Designed creative content for email campaigns to promote new spirits.
- Ideated new web design during company rebrand, working directly with web developers.
- Created brand standards guide for company rebrand to be used for all creative channels, like web, email, social, and print.
- Revamped shipping package design to evoke the energy and recognition of the updated brand.
- Designed in-the-box marketing materials to increase sales and the overall customer experience.

SWAP.COM | BOLINGBROOK, IL

Online consignment retailer for goods and clothing

Graphic Designer – 2015 - 2018

- Designed 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 and banner content routinely for the company website.
- Designed infographics and presentation decks for public relations and board meetings.
- Implemented the creation of gift cards for in-box flyers and additional offers for customers.
- Spearheaded the creation of the company's brand standards from its inception through its growth.

Photography Team Lead – 2014 - 2015

- Operated and maintained camera and lighting equipment.
- Lead warehouse associates in the photography department to maintain production line rate.