



DANIELLE SLADEK

GRAPHIC DESIGNER

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ADDRESS

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WEBSITES

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Accomplished designer with over ten years of professional experience in the publishing, marketing and advertising industry, including print and web

EXPERIENCE

NASSAU COMMUNITY COLLEGE | MAY 2017 - AUG 2017

FREELANCE MARKETING DESIGNER

- Designed various educational promotional materials including booklets, and brochures
- Worked with Grant Director on final design of all materials

NICKELODEON | JUNE 2016 - PRESENT

SOCIAL MEDIA DESIGNER

- Designing social media graphics for the Nickelodeon store to be used on Facebook, Twitter and Instagram
- Creating gifs, stills, and background art for children's products and clothing
- Heavy usage of Photoshop, Illustrator, and After-Effects

CRAIN COMMUNICATIONS INC. | FEB 2007 - PRESENT

FREELANCE EDITORIAL GRAPHIC DESIGNER

- Design covers, and layouts for *Crain's New York Business Magazine* as well as *Investment News*
- Assist in the Reprints department creating layouts for various clients
- Collaborate with the Art Director and Editors on thoughts and ideas in terms of the final design of the pages
- Create graphics in Illustrator and Photoshop
- Create info graphics, tab charts, bar charts, stats and pie charts in Illustrator
- Hire illustrators, work with printing vendors and print production department

JEWISH CHILDCARE ASSOCIATION | APR 2014 - JUNE 2014

MARKETING DESIGNER

- Worked in the Communications and Marketing Department creating graphics and designing layouts for brochures, and fliers
- Was responsible for maintaining brand consistency when designing promotional material for JCCA
- Worked directly with Assistant Director of Marketing and Director of Marketing
- Heavy usage of Illustrator, Photoshop and InDesign

EDUCATION

THE DALVERO ACADEMY | 2002 - PRESENT

Professional Training in Illustration

PARSONS SCHOOL OF DESIGN | 1999 - 2003

B.F.A, Illustration and Animation

SKILLS

- Create Suite Applications
- Quark, MS Word, Excel
- MAC/PC platforms
- Basic knowledge of CSS/HTML
- Social media design
- Marketing design
- Logo design
- Website design
- Print design
- Layout design
- Drawing, Illustration, and Art Direction
- Animation, Photography