

# DANNA JOSELOVITCH

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dannajdesigns.com

A diverse creative professional with over ten years of experience in advertising, corporate, and freelance settings. Specializes in developing identity systems in different industries such as higher education commercial services, food and beverage, medical, entertainment, health and beauty, and the non-profit sector.

## key SKILLS

- Excellent creative, analytical and critical thinking skills
- Ability to organize, prioritize and manage multiple projects while balancing tight deadlines
- Proactive and highly effective in team and individual environments
- Strong attention to documentation
- Skilled in print and web production procedures

## technical SKILLS

- Adobe Illustrator, Photoshop, and InDesign (CC)
- Working knowledge of Bootstrap (web grid system)
- Microsoft Office (Word, Excel, PowerPoint)
- FTP and Development Servers
- HTML, CSS, and basic JS and PHP

## EDUCATION

### LAURUS COLLEGE

San Luis Obispo, CA

Web Design certificate, 12/14

### OTIS COLLEGE OF ART + DESIGN

Los Angeles, CA

Graphic Design certificate, 11/05

### UNIVERSITY OF CALIFORNIA

Los Angeles (UCLA)

BA, Art History, 8/98

## work EXPERIENCE

### GRAPHIC DESIGNER / 01.11-PRESENT

#### Danna J Designs

Independent freelance graphic design for clients in various industries such as medical, health and beauty, restaurants, business services, higher education, and entertainment. Responsible for creating, editing and producing digital and print graphics, websites, brochures, flyers, and posters, and other collateral from conception to completion.

### GRAPHIC DESIGNER / 02.16-4.16

#### American Urological Association, Linthicum Heights, MD

Helped prepare medical organization for its annual conference, which draws over 11,000 attendees. Duties included designing, updating, and preparing for print or web a variety of marketing materials, including website graphics and banners, print and digital ads, postcards, brochures, presentation slides, large format signage, and other marketing collateral.

### GRAPHIC DESIGNER / 03.15-11.15

#### Cal Poly Corporation, San Luis Obispo, CA

Responsible for designing a wide variety of marketing assets, including brand identity manuals, advertising campaigns, emails, presentations, and digital and print collateral for the various entities under the Cal Poly Corporation in conjunction with Cal Poly University in San Luis Obispo.

### GRAPHIC DESIGN INTERN / 04.06-07.06

#### CMG WorldWide, West Hollywood, CA

Developed graphic identities, style guides and PowerPoint presentations for merchandising and licensing. Oversaw and organized stylistic elements of client projects, and collaborated with various personnel and clients.

### PROJECT MANAGER / 6.04-12.05

#### Basement Inc., Santa Monica, CA

Oversaw and managed ad campaigns and creative projects from inception to completion at online/digital advertising agency. Communicated with clients, estimated projects, oversaw and maintained deadlines. Supervised production, proofed artwork and copy, and trafficked ads to online servers. Designed, edited, and revised artwork for websites and banner campaigns. Supported the Creative Director by designing layouts and comps for client presentations, assisting with copyediting, proofing client pitches and presentations, and developing concepts for ad campaigns.

### PRODUCTION MANAGER / 1.03-4.04

#### Big Imagination Group | Culver City, CA

Managed print, web, radio, and TV campaign ad production workflow and provided client support at Los Angeles-based advertising agency. Participated in brainstorm meetings and client pitches. Created project estimates and trafficked ads across multiple media platforms. Coordinated art directors, print vendors, copywriters, and media buyers to meet project deadlines. Assisted in finalization of art for output, including photo resizing and PDF creation.

