

Danielle Irwin *aka Dirwin*

Creative leader and hands-on art director with 13+ years of experience building and evolving brands across beauty, wellness, consumer goods, hospitality and retail.

EXPERIENCE

Senior Creative Manager

Dr. BRANDT Skincare

June 2022 – Present



- + Own creative across brand identity, packaging, campaigns, DTC/e-commerce, retail, and PR, from strategy and concept through production and final execution.
- + Led the visual evolution of the company's rebrand initiative, creating greater cohesion across brand storytelling, packaging, digital experience and commerce.
- + Direct multidisciplinary creative production across photography, video, before/after, UGC, product imagery and launches, partnering with marketing, product, sales, and leadership.
- + Build scalable creative systems and workflows for a lean team and external partners, including guidelines, briefs, production processes and emerging AI-assisted workflows.
- + Assisted in the redesign of company website, Amazon shop and multiple B2B platforms.

Senior Graphic Designer

Tara Nature's Formula

May 2020 – June 2022



- + Developed integrated consumer campaigns across DTC, Amazon, email, paid media, landing pages, sampling and print.
- + Designed primary and secondary packaging while coordinating regulatory requirements, international design partners and print production.
- + Supported website, e-commerce and B2B platform redesigns, translating brand direction across digital touchpoints.

Art Director

Think Shop

Jan 2018 – May 2020



- + Contributed to branding and art direction across 33 businesses in hospitality, retail and real estate, taking creative ownership of select client accounts from identity through physical and digital experience.
- + Developed restaurant brands across identity, advertising, websites, social, environmental, and in-store materials.
- + Directed photography, video and visual storytelling while developing high-level presentations and marketing narratives for commercial clients.

Art Director

WGI (Wantman Group Inc.)

Jun 2014 – Jan 2018



- + Partnered with the Creative Director to shape and facilitate a company-wide brand refresh, translating the evolving visual direction across presentations, proposals, advertising, photography and environmental applications.
- + Applied the evolving brand across a broad range of physical and digital applications, including trade-show booths, branded vehicles, presentations, website, proposals and marketing materials.
- + Partnered with company leadership and subject-matter experts to develop visual communication for complex engineering, landscape architecture and infrastructure projects.

CONTACT

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EDUCATION

B.A. in Graphic Design
Minors in Fine Arts & Advertising

2010 – 2014

From Flagler College

Recipient of the Gold Portfolio Award

TECHNICAL SKILLS

Photoshop	Klaviyo
Illustrator	Mailchimp
InDesign	Hubspot
AfterEffects	MS PowerPoint
Premier Pro	MS Word
Acrobat	MS Excel
Adobe XD	Google Doc
Lightroom	Google Slides
Sketch	Google Sheets
Magento	Figma
Wordpress	

REFERENCES

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