



Danielle Irwin *aka Dirwin*

EXPERIENCE

Senior Graphic Designer

Tara Nature's Formula
May 2020 - June 2022

- + Designed marketing campaigns from conceptualization to delivery within the specifications and goals set by ecommerce team. Assets ranged from ads in varying media types, newsletters, landing pages, to product sample packets, brochures and custom mailer packaging.
- + Worked closely with translators and designers overseas to develop products and marketing materials across multiple languages.
- + Designed product primary and secondary packaging, coordinating with regulatory agencies and print manufacturers to execute final artwork.
- + Designed a multitude of presentations including brand decks and outlines for influencer partners, marketing decks for the internal team, and campaign pitches outlining concepts, budget, and distribution.
- + Assisted in the redesign of company website, Amazon shop and multiple B2B platforms.

Art Director

Think Shop
Jan 2018 - May 2020

- + Responsible for visual aspects of branding and marketing for thirty-three businesses within the hospitality, retail, and real-estate industries.
- + Collaborated with photographers in story-boarding and creating photo and video content for in-store collateral, organic social and a wide variety of print and digital ads.
- + Illustrated event graphics to be used in posters, website banners, newsletters and social media.
- + Created leasing inquiry presentations for client, O'Connor Capital Partner's shopping centers nation-wide.
- + Developed design concepts for restaurants' interior and exterior spaces to fit within the brand identity created.

Art Director

WGI (Wantman Group Inc.)
Jun 2014 - Jan 2018

- + Assisted in the brand refresh, working on the design of all marketing needs both internal and external for this national engineering firm.
- + Worked with company partners on numerous presentations.
- + Illustrated engineering and landscape architecture concepts for project bids.
- + Photographed company projects and employee headshots.
- + Led the design of a variety of branding and advertising projects for the creative department's own client base serving a variety of industries including construction, manufacturing, and consulting.

Graphic Design Intern

WeAreCharette
May 2013 - Jun 2013

- + Worked on a variety of branding and advertising projects, including the logo for the St. Augustine Wedding and Events Association.

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	MS PowerPoint
Illustrator	MS Word
InDesign	MS Excel
AfterEffects	Google Doc
Premier Pro	Google Slides
Acrobat	Google Sheets
Adobe XD	Apple Pages
Lightroom	Apple Keynote
Sketch	Apple Numbers
Magento	
Wordpress	
Klaviyo	
Mailchimp	
Hubspot	

REFERENCES

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at Tara Nature's Formula

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Director of Digital Marketing
at ThinkShop

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