



DANI LAROSA

GRAPHIC DESIGNER

0435 722 446



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danilarosadesign.com



Melbourne, Australia



REFEREES

Please contact me and I will kindly provide you with my references.

EDUCATION

Master of Design (Visual Communication)

UNIVERSITY OF SOUTH AUSTRALIA

Bachelor of Design (Visual Communication)

UNIVERSITY OF SOUTH AUSTRALIA

EMPLOYMENT

Studio Manager/Creative Designer, OVATO, VIC | Today

Employed by creative agency, Ovato, as studio manager/creative designer for The Reject Shop. I oversee all design work and concepts within the studio, as well as contributing myself. I manage all workflow which is both print and digital based.

Graphic Designer, SYNERGIE SKIN, VIC | 10 months

Developing and art directing concepts for package designs and labels for cosmeceutical products // Producing graphic artwork for marketing material // Designing sales & education print material // Overseeing the print process, obtaining quotes and liaising with printers // Assisting with digital development, online marketing and campaign strategy // Managing project work-flow and adhering to multiple deadlines simultaneously.

Senior Graphic Designer, STA TRAVEL, VIC | 1 year, 8 months

Part of the global creative team, designing both print and digital for various STA Travel divisions around the world // Following briefs, while adhering to multiple strict deadlines // Working autonomously, as a team, and also alongside various other divisions // Designing monthly campaigns including shop-fronts, POS, web, social assets and EDMs // Following brand style guides // Retail and office interior design // Providing mentorship and training for other designers.

Graphic Designer, MULTISCREEN, SA | 6 years

Designing digital content for clients around Australia and New Zealand // Following briefs, while adhering to strict deadlines // Working autonomously and as a team // Composing individual and bulk emails to clients // Consulting and liaising with clients // Conducting online training // Management of social media accounts.

Graphic Designer, HARDIE GRANT MEDIA, SA | 6 months

(INTERNSHIP & FREELANCE) Develop layout concepts for 'Sumptuous' magazine // Product research // Updating social media accounts & website // Working to strict print deadlines // Assisting with on-site photoshoots // Sourcing images // Overseeing Pre-press // Adhering to brand style guide.

SKILLS

- Creative direction and efficient management of workflow.
- Proficient with the Adobe Creative Suite (like it's the back of my hand!)
- Management of resource platforms: BaseCamp (online briefing), Microsoft Teams, IntraNet.
- Intermediate understanding of HTML & CSS coding.
- Editorial experience: Art directing, style guides, adhering to budgets & deadlines, pre-press, and sourcing contributors.
- Extensive experience designing for various digital channels.
- Experience mentoring and leading designers whilst also working as a part of an all-inclusive team.
- Ability to manage and prioritise project workload in order to meet deadlines (sometimes super short!)
- Highly organised, motivated, hard working and always up for a new, exciting challenge!

INTERESTS

- The arts - music & film
- Animals - Greyhounds in particular!
- Cooking
- Sport
- RuPaul's Drag Race