

danielle alojado

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EDUCATION

University of California, Berkeley

BACHELOR OF FINE ARTS
CLASS OF 2015

Major in Practice of Art

AWARDS

JANUARY 2015

Benjamin A. Gilman Scholarship

AUGUST 2014

Honors Studio

SKILLS

SPECIALTIES

Fine Arts & Design
Education
Customer & Personal Service
Administrative Procedures
Sales & Marketing

TRAITS

Time Management
Problem Sensitivity
Social Perceptiveness
Public Speaking
Critical Thinking

PROFICIENCIES

Adobe Creative Suite
Google Suite
Microsoft Office Suite
Mac/PC
HTML/CSS
WordPress

FOREIGN LANGUAGE

Native in English
Intermediate in Spanish

PERSONAL ACHIEVEMENTS

GAP YEAR

After teaching English in Spain from 2018-2021, I took a year off in Thailand and the Philippines to grow and work on personal projects. Many skills I honed there are easily applied to work life, including:

- HTML/CSS from building my own website
- Planning and time management
- Resourcefulness and solving problems creatively
- Being comfortable with uncertainty and adapting quickly to changes
- Balancing 'work' and finding time for fun and exploration!

PROFESSIONAL EXPERIENCE

Graphic Designer

MEDIA A LA CARTE
NEW YORK CITY, NEW YORK
APRIL 2023 — JULY 2023

- Designed graphics (i.e. for social media, email, illustration) that elevated the social presence of clients in the wellness, hospitality, fashion, and entertainment sectors.
- Interpreted creative briefs, client's needs, and target audiences to develop concepts for high-performing designs and copywriting execution.
- Created Instagram graphics such as carousels, stories, reels, and reel covers in Canva and Adobe Photoshop/Illustrator. Planned and mapped out Instagram grids in Later.com.
- Designed email newsletters in Flodesk, using animated GIFs and custom-made graphics. Formatted and designed email campaigns using Active Campaign.
- Wrote original copy and edited content for various marketing/communication materials.

Freelance Graphic Designer

SELF-EMPLOYED
BROOKLYN, NEW YORK
SEPTEMBER 2018 — PRESENT

Created work for small business clients while based in Madrid, Spain, such as drinking card game "tipso". Designed assets for social media, email designs, pitch decks, and other marketing materials. Utilized Adobe Photoshop, Illustrator, InDesign, and XD. Currently working on projects (print and digital collateral) in New York.

Graphic Designer

MINTED
OAKLAND, CALIFORNIA
OCTOBER 2017 — SEPTEMBER 2018

- Personalized print designs based on customer instructions and handled service recovery for reprint orders during the busy holiday season, processing hundreds of cases each month out of 300,000 product orders.
- Proofread copy, polished typography, drew custom illustrations, manipulated and composited photos, and optimized documents for printing using Adobe Creative Suite. Triaged reprint cases in Salesforce and corrected by making ad hoc designs.
- Directly communicated with customers, meeting productivity and quality targets. Managed complex designs at a rapid pace with attention to detail, with 100+ cases weekly.
- Worked cross-functionally with the customer service team to ensure we delivered outstanding service to our customers and upheld the lifestyle brand's standard of quality.

Web & Print Designer

BERKELEY'S CENTER FOR NEW MEDIA (BCNM)
UNIVERSITY OF CALIFORNIA, BERKELEY
JUNE 2013 — JULY 2015

- Designed engaging characters, levels, puzzles, art, and animation in a 6-person team for UC Berkeley's *Turing Test Tournament*, an online game for over 11,000 incoming freshmen.
- Outlined and prototyped user experience using wireframing programs, such as BalsamiQ. Conducted user tests, researched, and evaluated feedback to refine UI/UX assets.
- Produced posters with original illustrations and print design for the semi-annual *Art, Technology, Culture Colloquium* for 2 consecutive years. The finished products were prevalent throughout the university campus, events, online, and the center's future use.

Communications Designer

CENTER FOR TEACHING AND LEARNING (CTL)
UNIVERSITY OF CALIFORNIA, BERKELEY
JULY 2013 — DECEMBER 2014

- As CTL's sole designer, I created digital assets from concept to completion.
- Enhanced brand aesthetic with new designs and layouts across platforms, including editorial images, landing pages, print materials, newsletters, PowerPoint presentations, marketing assets, and responsive web designs.
- Worked under tight deadlines, collaborating with a small team of 3 to understand design needs and translating ideas into reality using Adobe Creative Suite and Dreamweaver.
- Stayed updated on design trends and principles, as well as pedagogical concepts, to improve conceptualization and reader engagement.
- Assisted supervisor in events and communications, including content editing, pre-/post-production planning, event monitoring, and documenting presentations and interviews with video and photography.