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Danielle Gracioso

GRAPHIC DESIGNER

Objective

My focus is to work for a creative company that contributes to a better world for both employees and consumers. Over the years, I enjoyed working with fantastic clients, designing visual communication, executing experience strategy, brand & design guidelines, online media and print, creating within brand guidelines, and developing visual marketing materials and content for various social platforms.

With over eight years of working as a designer with multi-channel graphic design experience, with my entrepreneurial spirit I worked with more than 20 companies through my studio to execute multiple projects under pressure and beat tight deadlines. Using the current print and digital design, responsible layouts, web trends, allied with a keen eye for color, typography, and artist's detail, I made original concepts for brands and marketing strategies.

Skills

- Team player with Enthusiasm and Curiosity.
- Flexibility and Time Management.
- I understand HTML and CSS.
- Design Thinking, solving problems with a user-centered perspective.
- Proficiency with Adobe Creative Suite: Photoshop, Illustrator, After Effects, and InDesign. Plus Figma.
- Creating and editing video.
- Agile and Scrum methodology.

Education

Bachelor's degree Graphic Design | Universidade Estadual de Londrina (UEL). 2008 – 2011.

Certification in Illustration | Universidade Norte do Paraná (UNOPAR). 2011 – 2013.

Certification

Enterprise Design Thinking Practitioner | IBM | February 2021.

Customer Experience Management | FIAP | July 2020.

User Experience | FIAP | December 2020.

Branding, differentiation, and brand strategy | Brandster (Sebastiany Branding) | June 2016.

Experience

PREP COOK | Dublin Crossing Vancouver | Canada

SEP 2021 – APR 2022

My position was a Prep Cook. I worked in the kitchen of an Irish restaurant, it is a great place, with nice coworkers, and I learned a lot there. This job could contribute to my Canadian work experience. Now I am looking for a job that will push my career as a Graphic Designer.

GRAPHIC DESIGNER and PARTNER | Estúdio&Trabalho | Brazil

SEP 2016 – TO JAN 2021

Partner member in charge of prospecting new clients, project management, and production. Ensure brand consistency, I was the brand guardian to ensure effective messaging and strong brand recognition. I guaranteed high-quality standards while meeting deadlines and working in a fast-paced environment besides developing the creation and maintenance of the institutional materials. My highlight was a company called Bonjour Paris, a sustainable fashion brand. Bonjour Paris is part of the movement that cultivates responsible fashion in Brazil. I created day-to-day visual media/ design and worked to keep visuals all in the same style across platforms (YouTube, Instagram, Twitter), created weekly newsletter, maintained e-commerce with a CMS called Loja Integrada, designed video and image assets for online advertising, and also packaging mockups. I created several significant digital, web, entertainment media, I ideated visual language for cross-platform visual campaigns and I grant vision of the entire customer journey.

Achievements:

- + Graphics Created for 20 companies.
- + Created visual language and branding elements to grow the brand dynamically
- + Created a visual campaign for the launch of Bonjour Paris's new product with artist Will Santiago who ran out of stock within 14 hours of launch.

PRODUCT DESIGNER | Zarpou | Brazil

JAN 2018 – TO MAR 2018

Zarpou is a startup that connects restaurants and businesses directly with the delivery man. I created guides and playbooks about de users, designed multiple decks to help educate potential investors, created key visuals with branding in support of the team, edited motion videos, digital campaigns, technical documentation, designed some screens for MVP and I developed print marketing materials. I worked directly with the executive team where I looked for analytics metrics to meet design needs and maintain day-to-day assets across multiple channels.

Achievements

- + Launch Campaigns was a success. The company started with three beta users, and in 57 days, reached about 1,000 deliveries. We overcame challenges between February to March and Zarpou grew 500% of the deliveries.
- + Used UX/UI design skills to design sketches, flow diagrams, wireframes, and mockups.

GRAPHIC DESIGNER | Cabenocarro | Brazil

JAN 2017 – TO MAR 2018

Cabenocarro is a startup that works with a collaborative economy, making deliveries through people who will already travel. I entered the project at the beginning of the development phase, working in partnership with designer Alan Rolim. I contributed with the team where I created digital materials, email marketing campaigns, web banners for maintenance of site, design assets with Figma, advertising, promotional materials for events, and digital marketing.

Achievements:

- + We grew the base of users to 1500 in five months.
- + Also, we did 100 travels in the same period. The multiple tasks were managed on Jira with success.

Activities

In my free time, I enjoy participating in Hackathons, in which I won three editions in Brazil and got third place in another event. I like ideas that have a positive impact on the community. Also, I worked as a volunteer for four years in the development of digital arts and social media for the cultural project Guerra de Illustrations in Londrina, PR. Brazil. It is a free informal meeting between local artists to make illustrations about a unique theme, and the goal is to grow the artistic community and improve the drawing techniques.