

Danielle Gracioso

GRAPHIC DESIGNER

Creative and problem-solving Graphic Designer with 5 years of experience in branding, creating print and digital assets, and 3 years of experience specializing in animation. Skilled in both in-house and agency environments. Recognized by previous managers on LinkedIn for contributions and commitment. Passionate about developing cohesive brand identities through high-quality visuals, typography, and storytelling. Adept at thriving in fast-paced environments, collaborating with teams, and managing multiple projects while ensuring brand consistency across print and digital platforms.

Relevant Work Experience

GRAPHIC DESIGNER

Midnight Paloma | Vancouver, BC, Canada
February 2024 – January 2025

As a Graphic Designer at Midnight Paloma, a female-owned Canadian brand that handcrafts clean, vegan, and cruelty-free self-care products, I was responsible for producing high-quality visuals that align with the brand's aesthetic, with a focus on brand storytelling approach and lifestyle. Key responsibilities include:

- **Packaging:** Designed giftable packaging layouts and product labels using Illustrator, ensuring brand consistency in typography, layout, and all print-ready files.
- **Photography & Mockups:** Produced high-quality product mockups using photography, Photoshop, and AI (Firefly) to enhance marketing visuals.
- **Print:** Designed brochures, handouts, and promotional materials for retail and e-commerce platforms.
- **Created animated GIFs and visuals for email promotions, improving email open and click-through rates.**
- **Art Direction:** Developed the mood board for the Holiday 2025 Collection, drawing inspiration from the urban lifestyle of French cafés. Designed top-notch assets, including labels, packaging, and digital content for the entire collection.
- **Expanding Product Lines:** I worked with previous label design files and edited them to expand the product line, ensuring consistency with the brand's image.

GRAPHIC DESIGNER

Riversol | Vancouver, BC, Canada
February 2024 – January 2025

As a Graphic Designer at Riversol, a Canadian skincare company, I was responsible for creating visually compelling designs across both digital and print platforms to enhance the company's brand and customer engagement. Key responsibilities include:

- **E-commerce Visuals:** Designed web banners, product photos, and key visuals for Riversol's online store and digital marketing campaigns.
- **Retail:** Developed retail displays, brochures, and advertisements, starting with hand-sketched concepts and refining them using my proficiency in Adobe Creative Suite, while ensuring alignment with brand guidelines.
- **Marketing Campaigns:** Created animated GIFs, social media content, and ad creatives for Instagram, Google, Facebook, and Pinterest using animation software, including After Effects.
- **File & Asset Management:** Maintained the digital asset libraries and organized design files for accessibility.
- **Email:** Designed visually compelling email banners and assets for promotional campaigns, integrating motion graphics where applicable.



DIGITAL GRAPHIC DESIGNER

Blink Creative Agency | Vancouver, BC, Canada
June 2023 – December 2023

As a Digital Graphic Designer at Blink, a full-service agency, I contributed to multiple high-profile projects for national retail brands, creating print retail merchandising materials, impactful videos, engaging social campaigns, and digital content in this fast-paced environment. Key responsibilities included:

- Retail & Consumer Goods Branding: Designed social media and digital ads for brands like Ocean's Seafood and Staples.
- Email: Designed email templates using Figma and Adobe Creative Suite for CPG brands.
- UI/UX & Web Graphics: Designed high-converting email marketing campaigns using Figma, optimizing user engagement and brand consistency for Gold Seal, Club des Millionnaires, and Ocean's.
- Worked on the Outdoor Advertising for Casilero Del Diablo. I also adapted it to Social Media Graphics.
- Retail POS & Campaigns: Created in-store signage, product displays using InDesign, and vector illustrations for a national CPG brand's TikTok game.

GRAPHIC DESIGNER

Estudio&Trabalho - Londrina, PR, Brazil
September 2016 – January 2021

Founded and led a branding-focused design studio specializing in restaurant, café, and food industry branding.

- Apparel: Designed T-shirt illustrations and tote bags for seasonal collections.
- Brand Identity & Packaging: Developed branding for 20+ businesses, including logos, social templates, and packaging for a restaurant (Plein Burger).
- Motion Graphics & Digital Campaigns: Created animated GIFs, social ads, and UI design elements for YouTube channels and motorsports brands.
- Maintained close collaboration with client marketing teams to ensure the successful realization and timely delivery of creative solutions, optimizing project timelines by 40%.

Professional Skills

Advanced in Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Acrobat, Firefly, Google Suite, and Microsoft Office. Familiarity with Figma, Slack and Asana.

Education

Universidade Norte do Paraná (UNOPAR) - Londrina, PR, Brazil
Postgraduate Certificate in Illustration.

Universidade Estadual de Londrina (UEL) - Londrina, PR, Brazil
Bachelor's degree in Graphic Design.

Volunteer Experience

GRAPHIC DESIGNER

Squamish Welcome Centre - Squamish, BC, Canada
January 2025

Redesigned the brand logo, set to launch in 04/2025, enhancing visual identity and community engagement.

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Brazil in Squamish Festival - Squamish, BC, Canada
March 2023 – April 2023

Designed visual identity and marketing collateral for the first edition of the event.

Language Competencies

English: fluent (speaking, reading, writing)
Portuguese: native language

