

Dani Lee Sepe

Graphic Designer



About Me

Hi, I'm Dani and I'm a designer! I'm super passionate about luxury brand design. I have multidisciplinary experience and I can wear many hats (and bags). I'm also an amateur astronomer, carnivorous plant expert, and pumpkin candle collector.

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Work Experience

Michael Kors – Sales Supervisor (Nov 2016 – Present)

Meet personal and store sales goals, as well as continue to develop personal sales techniques and assist in the direction and development of associates' sales strategies to maximize metrics. Utilize business acumen and strategize to positively impact sales volume and conversion. Captain of clienteling, directing staff to provide the highest level of customer service. Collaborate with store manager in areas of risk management, physical security, loss prevention, store cash controls, and inventory management. Demonstrate a masterful knowledge of the company's lifestyle luxury goods. Monitor "life after the sale", checking up on clients and examining their future lifestyle product needs. Maintain a keen interest in the fashion industry and future market trends. Build and maintain repeat clientele by utilizing personal client books and assisting staff with acquiring clients.

Rich Consignment Estate Sales and Services LLC – Lead Graphic Designer (Aug 2014 – Nov 2016)

Collaborated with the CEO and COO to develop campaign strategies. Launched and grew company's first e-commerce website, featuring professionally-shot photos of luxury and high-end couture products. Directed, managed, and provided training for the creative assistant. Oversaw rebranding initiatives that lead to an increase in website traffic. Ensured cohesive brand identity and quality across all platforms. Photographed couture shoes, clothing, and other related products. Adjusted photos to balance lighting, exposure, contrast, and color for presentation on the business' e-commerce websites. Maintained the photography studio and organized products pending listing. Took the initiative to prep and restore consignment products, netting top dollar and exceeding business goals.

Fat Kids United Productions – Graphic Designer (May 2016 – July 2016)

Designed the logo, title card, and promotional poster for the dystopian cyberpunk action film Four Five One according to contract specifications. Prepared promotional materials for print and film use in multiple file formats. Communicated with the client via email and private message.

QXT's Nightclub – Graphic Designer (May 2014 – June 2014)

Designed promotional materials for event nights, including posters, logos, and party cards. Prepared materials for print and web display. Followed up communication with management via email, phone, and in person.

Education

Ramapo College of New Jersey (2007 – 2011)

Bachelor of Arts Degree, Communication Arts Major, Design and Interactive Media Concentration
Lambda Pi Eta National Communication Arts Honor Society, Member and President
Psi Beta National Psychology Honor Society, Member
Ramapo College Science Fiction and Comic Book Club, Vice President of Advertising
Media Collision Exhibition Distinguished Designer

Technical Profile

Photoshop Illustrator InDesign Dreamweaver Bridge Camera Raw Acrobat HTML5
CSS Javascript Word Outlook Excel PowerPoint MacOS Windows iOS