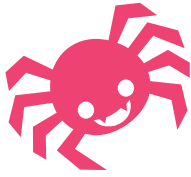


Dani Lee Sepe

Graphic Designer



About Me

Hi, I'm Dani and I'm a designer! I'm super passionate about 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

Happy Pink Spider Studio – Graphic Designer, Owner (May 2011– Present)

Design a wide variety of projects for freelance clients, including logos, posters, websites, videos, illustrations, and website assets. Engage in blogging, social media, and web self-promotion.

Michael Kors – Full Time Sales Supervisor (Nov 2016 – Dec 2017)

Utilized business acumen and strategized to positively impact sales volume and conversion. Director of clienteling, mentored staff to provide the highest level of customer service. Managed areas of risk assessment, brand cohesion, physical security, loss prevention, store cash controls, and inventory management. Demonstrated a masterful knowledge of the company's luxury brand. Maintained a keen interest in the company's branding, the fashion industry, and future market trends. Built and maintained repeat clientele by utilizing personal client books, assisted staff with acquiring clients, and organized promotional client events.

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

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 products in a studio environment. Adjusted photos to balance lighting, exposure, contrast, and color for presentation on the business' e-commerce websites, Shopify and eBay. Maintained the photography studio and spearheaded inventory management.

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.

Mobile Connections, Inc. – Graphic Designer (Aug 2011 – Sept 2011)

Designed branding for the company in a contract-based environment. Prepared materials for signage, web, and print use.

SA Design – Graphic Designer (Jan 2008 – May 2011)

Designed and printed promotional posters and banners in both large and small scale for clients. Utilized in-house and outsourced print shops and prepared print files according to specifications. Designed monthly calendars, brochures, logos, and weekly newspaper advertisements. Collaborated with the design team to manage client projects.

Education

Ramapo College of New Jersey (2007 – 2011)

Bachelor of Arts Degree, Communication Arts Major, Visual Communication Design Concentration
Lambda Pi Eta National Communication Arts Honor Society, Member and President
Media Collision Exhibition Distinguished Designer

Technical Profile

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