

DANI SPARKS

Senior Product Designer

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Creative digital designer with strong illustration skills with 8 years of in-house experience and substantial freelance hours. Master of adobe creative suite and procreate, and creating original art for product. Extremely comfortable with project management while producing exceptional designs in fast-paced environments.

DESIGN EXPERIENCE

Senior Product Designer | Snow Commerce-Printful; Cincinnati, Ohio June 2021-Present

Manages a junior designer while producing my own art and merch collections for a total of 9 separate clients, all with very unique and demanding styles. Working with vendors and out sourcing special products and building strong client relationships. Creating original hand-drawn art for AMC, Bravo, Motortrend, USFL and XBOX. Creating clean and organized lookbooks with art and merch for clients and even sometimes presenting those in meetings.

Freelance Digital Designer | Soft Surroundings; St. Louis, MO January 2021-June 2021

Created branded emails that are high-fashion and clean while staying in branded guidelines. Juggled multiple projects at once and delivering assets on time with strict deadlines. Refreshed outdated assets for digital collateral.

Created social stories for facebook and instagram

Lead Digital Designer | Totes-isotoner; West Chester, Ohio September 2018-May 2020

Managed social media for 4 brands across instagram, facebook and pinterest. Assisted with brand photo shoots and manage/edit photography assets. Completed projects and delivered assets in line with deadlines.

Created fresh designs for emails, websites, retailers and advertising while adhering to brand standards.

Supported cross-functional teams for all digital efforts for large direct to consumer brands.

Freelance Artist/Designer 2017-Present

Creating logos, business cards, branding and apparel. Commissioned art pieces.

ECommerce Designer | Five-0 Eliquid; Dayton, OH September 2016-August 2017

Responsible for daily content creation for multiple social media platforms. Communicated with vendors and assisted sales team with trade shows. Created packaging, photographed and marketed company to it's full potential.

Worked with international buyers to deliver products in a timely and cost-effective manner.

SKILLS

Illustrator, photoshop, procreate, lightroom. Logo design, digital drawing, digital painting, photo editing. Original designs. Project Management.

EDUCATION

Modern School of Design | Kettering, OH

Associate Degree of Applied Business in Advertising Art and Design, 2013-2015

Sinclair Community College | Dayton, OH

Fine Arts Major, 2011-2013