

DANNY LORA

GRAPHIC DESIGNER & ILLUSTRATOR

PROFILE

I am a hands-on creative leader with 15 years of experience in advertising, digital design, illustration, print production and I specialize in making complexity simple and simplicity profound. I am seasoned and skilled designer/illustrator, my portfolio conveys my proven ability to create strong, successful visual concepts. I thrive in collaborative environments, enjoying opportunities to help and inspire team members so that we may produce our best work together. I have extensive experience with rapid prototyping, project planning and management.

EXPERIENCE

STRONG ROOTS

Freelance Graphic Designer | 2026 – present

- Designing & editing various product sells sheets
- Designing content for web, mobile & print ads, apperal, stickers production

SEASONS KOSHER SUPERMARKETS

Freelance Graphic Designer | 2022 – present

- Designing & editing various weekly sale flyers specific to each location
- Designing weekly sale items signage, food sample promotions & multiple e-blast files
- Designing newspaper/magazine ads for unique promotions
- Designing all promotional content for social media and website buttons

MOTHER'S MARKET & KITCHEN

Freelance Graphic Designer | 2020 – present

- Designing seasonal/quarterly Organic Living online magazine(between 45 – 80 pages)
- Designing & editing various vendor sell sheets with merchandising team
- Designing special holiday seasonal mailers
- Designing weekly sale signage & email newsletter files
- Designing various café menus

FAIRWAY MARKET

Senior Graphic Designer | 2017 – 2020

- Collaborating with the Chief Merchandising Officer and copywriter to conceptualize creative, engaging & brand-consistent print promotions
- Creating and managing of marketing signage and flyers for 15 locations and 4 wine stores across the tri-state area
- Evaluating marketing campaigns
- Reviewing Junior designer's work and providing feedback for improvement
- Designing original pieces including: icons, logos & vectors
- Staying up to date on industry developments and tools
- Maintaining brand consistency throughout all marketing projects

Digital Media Designer | 2014 - 2017

- Designing daily, seasonal and triggered email while maintaining the brand's voice and aesthetic
- Designing all promotional content for social media and e-commerce site
- Collaborating with the digital director on campaign tactics across digital and grassroots marketing verticals
- Updating Fairway's website pricing and homepage imagery
- Researching and editing stock imagery or in-house photography
- Supporting the digital director with upcoming digital campaigns

Graphic Design Production Clerk | 2012 - 2014

- Designed and developed master templates and organization workflows for all the departments
- Photograph products for advertisements, in-store promotions and online retail
- Print and construct a signage on a variety of substrates
- Assist in assembly and hanging of signage throughout multiple locations
- Maintain inventory and order supplies

CONTACT

-  New York, NY
-  646.258.0520
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SKILLS

TECHNICAL PROFESSIONAL

-  Adobe Photoshop
-  Illustration Design
-  Adobe Illustrator
-  Print Production
-  Adobe InDesign
-  Sketch Design
-  Photo Retouching
-  Organization Skills
-  Fluent in Spanish

ACHIEVEMENTS

PRINTED MEDIA

Provide various proposal layouts and design for weekly circular being delivered to 3 million homes under a tight deadlines

DIGITAL MEDIA

Implemented user friendly designs across all digital and mobile campaigns, growing email and text subscribers from 10,000 to 500,000

EDUCATION

BACHELOR OF FINE ARTS

Parsons School of Design

New York, NY

2002 – 2007

REFERENCES

ALINA MANCINO

Marketing Manager – Strong Roots

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RAUL NUÑEZ

Senior Digital Designer – Hello Fresh

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LAURA LOPEZ

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