

Danny Lora

GRAPHIC DESIGNER
& ILLUSTRATOR

PROFILE

I am a hands-on creative leader with 8 years of experience in advertising, digital design, illustration and print production. I specialize in making complexity simple and simplicity profound. I am seasoned and skilled designer/illustrator with a portfolio which 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. Extensive experience with rapid prototyping, project planning and management.

EXPERIENCE

BIN52 WINE & GOURMET

Freelance Graphic Designer / January 2021 - Present

- Concepting & Designing weekly sale flyer, in-store signage or banners and e-blast
- Developing packaging design for private label brand

MOTHER'S MARKET & KITCHEN

Freelance Graphic Designer / April 2020 - Present

- Responsible for designing weekly sale signage and content e-blast
- Concepting and fully designing 60+ pages of Mother's Market Monthly Magazine
- Designing and editing with the Mother's Market merchandising team to develop their various vendor deck

FAIRWAY MARKET

Senior Graphic Designer / 2017 - 2020

- Collaborated with the Chief Merchandising Officer and copywriter to conceptualize creative, engaging & brand-consistent print promotions
- Created and managed marketing signage and flyers for 15 locations and 4 wine stores across the tri-state area
- Evaluated marketing campaigns
- Reviewed Junior designer's work and providing feedback for improvement
- Designed original pieces including: icons, logos & vectors
- Stayed up to date on industry developments and tools
- Maintained brand consistency throughout all marketing projects

Digital Media Designer / 2014 - 2017

- Designed daily, seasonal and triggered email marketing while maintaining the brand's voice and aesthetic
- Designed all promotional content for social media, mobile and e-commerce
- Collaborated with the digital director on campaign tactics across digital and grassroots marketing verticals
- Updated Fairway's website pricing and homepage imagery
- Researched and editing stock imagery or in-house photography
- Supported the digital director with upcoming digital campaigns

Graphic Design Production Manager / 2012 - 2014

- Designed and developed master templates and organization workflows for all the departments
- Photograph products for advertisements, in-store promotions and online retail
- Printed and constructed signage on a variety of substrates
- Assisted in assembly and hanging of signage throughout multiple locations
- Inventory management and supplies replenishment

CONTACT

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EDUCATION

BACHELOR OF FINE ARTS

Parsons School of Design
New York, NY
2002 - 2007

SKILLS

TECHNICAL

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Sketch
- Photo Retouching

PROFESSIONAL

- Illustration Design
- Print Production
- Sketch Design
- Organization Skills
- Fluent in Spanish

ACHIEVEMENTS

PRINTED MEDIA

- Provided various proposal layout and design for weekly circular being delivered to 3 million homes under tight weekly deadlines
- Developed new art-proofing system that increased overall quality of production and improved customer satisfaction
- Established trusting relationships with designers, vendors, and key clients

DIGITAL MEDIA

- Art directed numerous email templates, which in turn reduced review time while showcasing consumer driven content
- Implemented user friendly designs across all digital and mobile campaigns, helping grow email and text subscribers from 10,000 to 500,000

REFERENCES

ALINA MANCINO

Director of Marketing - DeCicco & Sons
646.457.1027
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DANNY RUIZ

Human Resource Director - MGM Resorts
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