



Danielle Gracioso

GRAPHIC ARTIST

Highlights

- Over 8 years of design experience at an agency and a design studio.
- Graduated with a B.A. in Graphic Design with a Major in Illustration.
- High proficiency in Adobe Creative (Photoshop, Illustrator, InDesign), and Microsoft Office.
- Detail-oriented with a keen eye for typography and layout.
- Ability to work collaboratively in a fast-paced environment.
- Multi-disciplinary creative passionate about graphic design.

Relevant Work Experience

GRAPHIC DESIGNER

Riversol | Vancouver, BC. Canada

FEV 2024 – APR 2024

Riversol is a skincare brand that offers products specifically formulated for sensitive skin.

- Created Marketing print and digital collateral.
- Maintained accuracy and quality through meticulous proofreading and adherence to brand guidelines.
- Consistently met tight production deadlines, leading to enhanced client satisfaction and repeat business.

GRAPHIC DESIGNER

Blink Creative Agency | Vancouver, BC. Canada

JUN 2023 – DEC 2023

Blink is a digital creative agency that creates impactful videos, engaging social campaigns, and digital content.

- Created static images and videos for Instagram and TikTok profiles of national retail brands.
- Collaborated with Creative and Art Directors to adapt marketing campaigns for Google Ads and Facebook Ads.
- Crafted captivating illustrations for a TikTok game, enhancing interactive marketing for a national CPG brand.

GRAPHIC DESIGNER and PARTNER

Estúdio&Trabalho | Brazil

SEP 2016 – JAN 2021

Estudio&Trabalho was my own studio, where I could develop soft skills and increase my passion for design.

- Developed concepts, created brands from scratch, and graphic design solutions for 20 companies.
- Created animated GIFs and motion graphics for email signatures and digital marketing campaigns.
- Designed visual identity, including logos, social media post templates, and brand guides for YouTube channels specializing in motorsport, F1, and Olympic games.
- Established visual identity for a QSR named Plein Burger, covering logo, naming, packaging, static graphics, and iconography.
- Maintained regular contact with clients' marketing teams to ensure optimal creative solutions, optimizing project time by 40%.



VISUAL DESIGNER

ZARPOU | Brazil

JAN 2018 – MAR 2018

Zarpou is a startup that connects restaurants and businesses directly with the delivery crew.

- Created guides and playbooks about the users, designed multiple decks to help educate potential investors, created key visuals with branding in support of the team and also edited motion videos, digital campaigns, and technical documentation.
- Designed naming, logo, investment deck, email marketing, posters, brochures, event invitations and also advertising for the delivery bag.
- Designed successful launch campaigns. The company started with three beta users, and in 57 days, it reached about 1,000 deliveries. We overcame challenges between February to March and Zarpou grew by 500% of deliveries.

GRAPHIC DESIGNER

Cabenocarro | Brazil

JAN 2017 – MAR 2018

Cabenocarro is a startup facilitating deliveries through travellers in a collaborative economy.

- Created digital materials, email marketing campaigns and social media posts that contributed to raising the base of users to 1500 in five months.
- Designed web banners for maintenance of the site, advertising, and promotional materials for events.
- Managed multiple tasks on Jira, organizing the different launches, posts, and chores.
- Used UX/UI design skills to design sketches, flow diagrams, wireframes, and mockups.

GRAPHIC DESIGNER and WEB DESIGNER

Z3 Web | Brazil

AUG 2011– JAN 2016

Z3 Web was a one-stop shop creative & digital agency.

- I started as an intern, so I was promoted. I have been coordinating a team of four designers for four years. I had the opportunity to work with task management and guidance.
- Designed packaging for Percane (dog food), ensuring files are Print-Ready and prepared the file for future updates.
- Created packaging, and concepts for marketing materials for chocolate branding called Grife Cacau.
- Award Finalist in the Latin American contest MAREA DIGITAL 2013 of Encuentro Latinoamericano de Diseño, with the institutional website project of Grife Cacau (chocolate brand). I developed the website, edited product photos, and also created web banners.

Volunteer Experience

GRAPHIC DESIGNER

Brazil in Squamish Festival | Squamish, BC. Canada.

MAR 2023 – APR 2023

- Designed visual identity and marketing collateral for the first edition of the event.

Education

Postgraduate degree in Illustration
Universidade Norte do Paraná (UNOPAR). Brazil. 2012 – 2013.

Bachelor's degree in Graphic Design
Universidade Estadual de Londrina (UEL), Brazil. 2008 – 2011.

