



DANIELLA NORRIS

DESIGNER

Hello, my name is Daniella (Dani, for short). I'm a skilled illustrator with experience in marketing for small and large scale businesses.

WORK EXPERIENCE

ART / DESIGN

MURALIST/ ARTIST

[Aug. 2021- Present]

TEEVEE BRAIN

- Envisions individually curated mural concepts for public spaces.
- Operates design, outreach, and financial aspects of Teevee Brain.
- Experience with both indoor and outdoor walls in heavily trafficked areas of Gainesville.

CORPORATE MARKETING INTERN

[Aug. 2019 - Sep. 2020]

NAYLOR ASSOCIATION SOLUTIONS

- Researched, drafted, and published multiple articles and email campaigns targeted towards association leaders.
- Organized hundreds of websites intended to showcase media kits.
- Planned the social media schedule and content for 8 months.

OTHER

BARTENDER

[Feb 2022 - Present]

FIRST MAGNITUDE BREWERY

- Uses extensive knowledge of beer styles and processes to inform customers.
- Maintains brewery for events and regular operation.
- Balances 30 hour weeks with Master's degree.
- Uses resources to study for the Cicerone Certification.

CONTACT



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Gainesville, FL



@teeveebbrain



Under Construction

EDUCATION

University of Florida BACHELOR OF ARTS

[August 2018 - December 2021]

- Major: Political Science
- Minor: General Business Administration
- GPA: 3.61
- Honors: Cum Laude, Bright Futures Scholarship, Dean's List: Spring 2020, Fall 2020, Fall 2021

MASTER OF FINE ARTS

[May 2022 - Fall 2023]

- Web Design
- College of Journalism and Communications

SERVER

[July 2020 – Present]

THE TOP RESTAURANT

- Creates individual dining experiences for patrons at a popular downtown restaurant.
- Produces illustrative work for the enterprise (murals and t-shirt designs).
- Maintains roughly 25–30 hours a week.
- On average, serves 6–8 tables at a time and supplies drink and food recommendations for each patron.

CELLARMAN

[April – Aug. 2021]

SWAMP HEAD

- Monitored the carbonation of beers within the 20 fermentation tanks and brite vessels.
- Ensured quality dissolved oxygen levels in the 50–70 ppb range.
- Maintained a quality taste and canning operation, often training individuals during operation.

CAMP COUNSELOR

[May – Aug. 2019]

CAMP LAUREL SOUTH, ME

- Monitored the safety of 10 teenagers in a wooded environment.
- Coached soccer, cross country, water sports, and softball.
- Took into account each child's special needs, working hard to accommodate those that needed extra attention.
- Kept track of large groups of children during field trips to amusement parks and sites around the Northeast.

TO-GO SERVER

[Jan. – May 2019]

PIESANO'S PIZZA

- Received, inputted, and organized all to-go orders for the restaurant.
- Assisted with large catering orders for UF sport teams and organizations.
- Facilitated the flow of patrons to allow for chronological order pick-up.

STUDENT INVOLVEMENT

RESEARCH PAPER – DATA SCIENCE AND HUMAN RIGHTS

[Aug. – Dec. 2021]

UNIVERSITY OF FLORIDA

- Conducted a semester-long individual research on the representativeness of art in society, as applied to income stratification.
- Integrated R coding software with scholarly writing to create attractive graphs and relevant commentary within 25 pages.
- Learned how to interpret regression analyses and manipulate data organization.

GRAPHIC DESIGNER

[Aug. 2020–Oct. 2021]

SWAMP RECORDS – STUDENT RUN

- Created logos for local Gainesville bands like Faith and Majesty, keeping in mind artist feedback.
- Produced event flyers for various Swamp Records events, including a mixed media design for the Spring Showcase.

DIRECTOR OF EVENTS

[April – Sep. 2020]

ALPHA KAPPA PSI

- Worked with the social team to envision events for AKPsi 'brothers' and prospective members.
- Used budgetary planning for each event, taking into account dues and expenses.

T-SHIRT DESIGNER

[Aug. 2018 – Aug. 2019]

PI BETA PHI

- Created transparent files to be transferred to event and leisure t-shirts.
- Considered feedback from multiple other teams, refining each design until there were no objections.

SKILLS

- Adobe Suite
- Speech creation / implementation
- Illustration
- HTML
- Data interpretation
- Elementor
- Freelance design
- CSS
- Scholarly research
- Media-kit design
- Microsoft Suite
- T-shirt creation
- Email campaign/ article writing
- Poster/event flyers