Danielle Ussery

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Web Portfolio: <https://portfolium.com/danielleussery/portfolio>

Graphic Portfolio: <https://www.revelationdesigns.net>

**Professional Summary**

#### Motivated Designer and Full Stack Developer with 9 years of experience creating custom graphic components and web pages with the use of Adobe software, React and MySQL databases. Strong creative and analytical skills. Adept in various coding languages and debugging. Background in MERN development style and user-centered conceptualization.

**Education**

#### *Bryan University / Tempe, AZ* May 2022

#### Associate Degree in Advanced Full Stack Web Development

#### *Bryan University / Tempe, AZ* September 2021

#### Full Stack Web Development Certificate

#### *The Art Institute of California / Los Angeles, CA* December 2016

#### Bachelor of Science

#### Graphic & Web Design

#### *The Art Institute of California / Los Angeles, CA* March 2015

#### Associate of Science

#### Graphic Design

**Skills**

*Programming*

HTML5, CSS3, JavaScript, Node.js, React.js, Express.js, DOM, JSON, Apache, Docker, MongoDB, Mongoose, Bootstrap, MySQL, PostgreSQL

*Design*

Typography, Layout, Color Theory, Print, Photography

*Software*

Visual Studio Code, Photoshop, Illustrator, InDesign, XD, Zeplin, After Effects, Lightroom, Bridge, Word, Excel, PowerPoint, Keynote, Pages, Numbers, Atom, Media Encoder, Klaviyo, Shopify, Tawk

**Professional**

Ultra Pro Intl – Commerce, CA October 2018 – Currently

Graphic Artist

* Driving the creative direction of campaigns, with an understanding of typography, layout and art direction
* Liaising effectively with clients and other team members
* Artwork sublimation with a high aptitude for color theory
* Meeting deadlines in high pressure environment while seeing projects through from inception to production
* Maintaining and improving design standards with the willingness to listen to feedback and use it to improve

Brandable LA – Los Angeles, CA January 2018 – July 2018

Design Manager - Business Development

• Conceptualized and built brand identities based on influencer’s needs

* Collaborated with marketing and creative teams to create eye-catching designs and engaging copy
* Adjusted designs based on feedback from clients, buyers, engineers, and consumer safety groups

• Created marketing materials including sales decks, social media graphics, photos, and videos

• Developed eye-catching, cost-effective and safe packaging for products

• Point of sale (POS) displays

• Retouched product and lifestyle photos

* Project Management - stayed in touch with vendors, printing companies, & developers for all projects given

• Technical: HTML, copywriting and editing, package die lines, and product renderings

2020AVE – Los Angeles, CA February 2017 – September 2017

Graphic Designer

• Designed email marketing campaigns and website page banners.

* Responsible for maintaining data of all email campaigns and delivering analyzed data presentations weekly.
* Maintained a database of marketing contacts by segmenting the database by various demographics and psychographics.

• Updated site banners along with page and product links

* Use of Software: Klaviyo, Shopify, Tawk, Google Analytics, and Adobe CS6 programs (Photoshop, Illustrator, Media Encoder, After Effects, Atom)

• Technical: HTML, Split A/B Testing, Copywriting, and Marketing Strategies

OhZone – Remote October 2016 – December 2016

Graphic Designer Contractor

• Mocked up logo designs for a start up company

• Created UI buttons and app icons

• Provided user testing opinions to assist user functionality

• Created low fidelity & high fidelity UI wireframes with page design options