




DANIELLE SOBEL

GRAPHIC DESIGNER

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ABOUT ME

I am a Graphic Designer living in New York and, currently, a Masters candidate in the Design & Technology at Parsons School of Design (graduating in May 2018). My work focuses on user-centered designs that result from careful research and strive to create seamless product experiences.

EXPERIENCE

- **DESIGN INTERN**
Metropolitan Transportation Authority (MTA),
New York City Transit (NYCT), NY | Jun 17
 - Designing pixel perfect print-ready and web creative materials for the department.
 - Creating and implementing research methods to seek solutions for designs.
- **DESIGN INTERN**
Quadrant 4 Systems, NY | May 16 – Aug 16
 - Arranged email and landing page creation for “marketing pushes” for various brands.
 - Designed and developed case studies, white papers, brochures, folders and inserts, and presentations.
- **MARKETING AND DESIGN INTERN**
TVibes, Tel Aviv | Oct 15 – Jan 16
 - Provided graphical support for blogs, websites, and social media to promote the company.
 - Brainstormed innovative concepts and ideas for branding.
 - Designed landing pages, iOS and Android applications, presentations, banners, and emails.
- **DESIGN INTERN**
OMGwhen, Tel Aviv | Aug 14 – Aug 15
 - Created a visual language for company website.
 - Collaborated with the web development team to ensure technical feasibility and correct design implementation.

EDUCATION

- **GRADUATE – DESIGN AND TECHNOLOGY**
The New School | Expected May 18
- **BACHELOR’S DEGREE – FINE ARTS**
Penn State University | May 14
Minor in Art History
- **STUDY ABROAD**
SACI, Florence | Jan 13

SKILLS

- **DESIGN**
 - Sketching and Rendering Wireframes, Design Research, Prototyping, Wireframing, Motion Design, Product Concept, Ideation
- **CODE**
 - HTML, CSS, Javascript, Node.js, Github
- **TOOLS**
 - Adobe Experience Design, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe AfterEffects, Sketch, Invision, Principle, Marvel, Processing, P5, OpenFrameworks, Unity