



DANIELLE SOBEL

DESIGNER

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ABOUT ME

I'm a 24 years old interaction designer and creative technologist from New York. I have work experience in various positions. I am currently an MFA Design and Technology student at Parsons School of Design, The New School.

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EXPERIENCE

- **GRAPHIC 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.
 - Organized event collateral (design of banners, giveaways, tablecloths).
 - Enhanced online presence through posts on social media channels or corporate or product website updates.
 - Contributed to content marketing including research and writing.
- **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.
- **GRAPHIC DESIGN INTERN**
OMGwhen, Tel Aviv | Aug 14 - Aug 15
 - Designed and researched how to create visual language for company website.
 - Produced the first landing page and additional web pages.
 - Used a consistent visual language to format e-mails and the company's printing needs.
 - Collaborated with the web development team to ensure technical feasibility and correct design implementation.

EDUCATION

- **BACHELOR'S DEGREE - FINE ARTS**
Penn State University | May 18
Minor in Art History
- **STUDY ABROAD**
SACI, Florence | Jan 13
- **GRADUATE - DESIGN AND TECHNOLOGY**
The New School | Expected May 18
GPA - 3.98

Courses - JavaScript, Unity, Interface Cognitive AI, Computational Form, Data Visualization, Interactive Design for Museums, Drones and the Third Dimension, Design for this Century

SKILLS

- **DESIGN**
Iterative Design
Sketching and rendering
Rapid prototyping with paper
3D printing, soldering, laser cutting
- **CODE**
HTML
CSS
Javascript
C#
- **SOFTWARE**
Illustrator
Photoshop
InDesign
Sketch
InVision
AfterEffects
Unity