

D PATLAK

DANIELLE PATLAK GRAPHIC DESIGNER



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email



WWW.DPATLAK.COM
online portfolio



EDUCATION

UNIVERSITY OF WISCONSIN-MADISON
SEPT 2010 — MAY 2013

Bachelor of Science in Art, Graphic Design emphasis
Dean's List Spring 2011, Spring 2012, Fall 2012, and Spring 2013



EXPERIENCE

PLANET PROPAGANDA

JUNE 2013 — AUGUST 2013

DESIGN INTERN

Advanced brand identity for Planet Propaganda in-house clients
Finalized color palettes and details for consumer products
Created original graphic artwork for client website

DESIGN:BREI

JUNE 2013 — AUGUST 2013

GRAPHIC DESIGN INTERN

Aided principal with preparation for client meetings
Designed flyers, t-shirts, and promotional materials
Revised HTML and CSS code for mobile websites

STUDENTPRINT

APRIL 2012 — MAY 2013

LEAD GRAPHIC DESIGNER

Worked independently with clients on print, web, and identity
Increased social media presence and updated company website
Provided creative direction to junior graphic designer

WISCONSIN HISTORICAL MUSEUM

SEPT 2010 — MAY 2011

GRAPHIC DESIGNER

Produced maps, signs, posters, brochures, flyers and manuals
Developed innovative documents within set identity guidelines
Established cohesive designs for continuing event promotions



SKILLS

Adobe Illustrator, InDesign, and Photoshop
Mac OS X
Microsoft Office
Basic knowledge of HTML and CSS
Print Production



RECOGNITION

UW—MADISON ART DEPARTMENT SCHOLARSHIP

Fall 2010 recipient

UW—MADISON ADVERTISING CLUB EXECUTIVE BOARD

Communications Director, September 2012 — May 2013