

Danielle Miller

Design, Branding & Illustration

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INTRO: My passion is design! I love to think of new ways to improve companies business, and products and tell their brand story through Illustration, graphics & product design. I combined my entrepreneurial business experience, design skills, and passion for entrepreneurship to help individuals and companies craft their products and brand. My strongest set of skills is; design, innovation, creativity, entrepreneurial thinking, team leadership, process management, being a fast learner, and being a team player.

- **Danielloush: Brand & Design** | 2017 -

I manage my own business as a designer for websites, mobile applications, and complicated platforms including video graphics and animations for startups and technology companies.

Brand strategy - Working with companies and startups to define their brand strategy, why they exist, what are our core values and how we are going to manifest them through our brand and communication tools.

Holistic design strategy - working closely with customers to build their unique design language and elements as part of their brand story through illustration and graphics that create real differentiation and a noticeable presence.

Web Design - designs focus on user experience and brand characteristics.

Graphic design - Product as web and mobile applications, logos, collaterals, and more.

Social Media - Facebook, Instagram – designing creative pages and viral videos.

- **Shoosh&Lune': Founder & Owner** | 2021-2017

Founded an online lifestyle brand (cosmetics, home decor, accessories) for young women and teenagers

Brand Strategy: identifying target audience, conducting market research, competitive analysis and building a comprehensive business plan

Fundraising: successfully raised capital from an angel investor

Creative and Design: Developed original characters, storylines and illustration. Orchestrate a professional team of animators, web and graphic designers, programmers, fashion photographer, music and sound editors, actors and more

Trend Analysis: constantly developing new and relevant content based on projected trends

IP Protection: worldwide and US Copyright protection

- **Personal Assistant** | 2017 - 2015

Managed all administrative support, presentations and correspondence research and market competitive analysis.

- **Microsoft: Community Affairs Specialist** | 2014 - 2013

Built a design language and storyline for 'Microsoft CSR' projects and achievements (in partnership with a branding agency)

Established internal communication in all media channels

- **Systematics: Training Center Manager** | 2013

Developed professional and marketing content executed Training Established a strategic plan to create a strong selling unit.

- **Kimberly Clark Israel: PA & CSR Manager** | 2012 - 2009

CSR Manager reporting to the CEO, Personal Assistant

strategic CSR manager build the yearly plan with the target audience and KPI's of KC's products and strengthened the buying experience.

- **GR Institute for Organizational Development:**

Organizational Consultant and Project Manager | 2009-2005

- **Geha Mental Health Center:**

Social guides & Research Assistant | 2005-2002

Education

Prerequisite for PhD

2014 - 2013

Tel-Aviv University,
Preliminary thesis in M.A
program towards Ph.D. in
Japanese Anthropology

M.A | 2007-2005

Bar Ilan University
M.A in Organizational
Sociology

B.A | 2003-2000

Open University
B.A in Psychology (Dean's
List 2003-2000)

Professional Training

Maala (Business for Social
Responsibility)

6-month course for CSR
managers

Lenôtre-Paris

6 month pastry & bakery
course

Israeli Defense Forces

Full service as Office
Manager of Deputy Military
Advocate General (MAD)
and Air Force Advocate

Languages

Hebrew - Fluent

English - Fluent

Computer Skills

Proficient in Excel, Word,
PowerPoint, AI- Adobe
Illustration. Figma