

DANI LAROSA
DESIGNER

ABOUT ME

Hey there, the name's Dani! I'm a Designer based in Melbourne. I graduated from the University of South Australia in 2014 with a Master of Design (Visual Communications). Since then I have been working hard, developing my skills and working my way up in the world of design.

After over a decade of working in the industry, I consider myself a design all-rounder, and definitely not a one trick pony. From digital to print and packaging to even store and office interior fit outs.

I live and breathe design and I'm very passionate about what I do. I have years of experience managing other designers, and this is something I'm extremely good at as I'm a very organised person and a great leader. I'm self motivated and am constantly trying to further myself and push those boundaries to reach the best design outcome. I'm highly organised, hard working and always up for a new challenge!

FULL TIME EMPLOYMENT

Senior Digital Designer COTTON ON GROUP

July 2022 - Current

Mentoring and training mid, junior and freelance designers. Designing various digital assets including websites, EDMs and social media content. Experience stepping up and managing the entire digital design team while the manager was away. Includes workflow management, artwork/proof approvals, making sure the digital team is set up for success.

Creative Studio Manager SBM MARKETING COMMUNICATIONS (THE REJECT SHOP ACCOUNT)

Nov 2020 - July 2022

Management of studio, work flow and other designers. Designing various marketing content for digital and print. Art directing product and lifestyle photoshoots. Idea generation and concept execution for upcoming campaigns and sales.

Graphic Designer SYNERGIE SKIN

Jan - Oct 2020

Designing labels and packaging for cosmeceutical products. Producing marketing, sales and educational collateral for both digital and print. Overseeing printing process, obtaining quotes and adhering to budgets.

Senior Graphic Designer STA TRAVEL

May 2018 - Jan 2020

Designing monthly global campaigns including shop-front posters, POS, web, social assets and EDMs. Mentoring and training other designers. Working as a part of a global team. Interior design of offices and stores.

Graphic Designer HARDIE GRANT MEDIA

Oct 2012 - Mar 2013

Designing editorial layouts for 'Sumptuous' magazine. Assisting with on-site photoshoots. Overseeing printing process, obtaining quotes and adhering to budgets and deadlines. Researching products and sourcing imagery.

Graphic Designer MULTISCREEN

Oct 2011 - Dec 2017

Designing digital advertisements for clients around Australia and New Zealand. Adhering to multiple strict deadlines. Consulting and liaising with clients. Conducting online training. Management of social media accounts.

Dani Larosa

0435 722 446

danilarosadesign@gmail.com

danilarosadesign.com

FREELANCE CLIENTS

Northern Escape / Diamonds Factory / VC Dermal
Austen & Blake / Pepinnini Minerals / Aris Shoes
Bare Cremation / Midwinters Lawyers / Transition
Sports / Plumb Check Group / Brightside Electrical
& Maintenance / Dadly Weapons Podcast
Via Dance / Pilates By COB / Loil Olive Oil
Northside Grazing Co. / Silk & Stone.

CAPABILITIES

Visual identity / Branding / Concepting
Creative guidelines / Creative direction
Workflow management / Advertising / Digital
Print / Editorial / Package design / Motion design
Video editing / Web design / Mentoring
Training / Interior + exterior design.

SKILLS/PROGRAMS

Adobe: Photoshop, Illustrator, InDesign, After Effects,
XD, Acrobat, Media Encoder, Workfront.
Sketch / Figma / WIX / Wordpress / SquareSpace
Microsoft: Word, PowerPoint, Excel.

EDUCATION

University of South Australia 2012-2014 (Adelaide, Australia)

Master of Design (Visual Communication)

University of South Australia 2009-2012 (Adelaide, Australia)

Bachelor of Design (Visual Communication)

INTERESTS + HOBBIES

The Arts: Music, film, performance.

Animals: Greyhounds in particular (I have a rescue Greyhound named Reco!)

Sport: Basketball (playing & managing my social club), AFL (Port Adelaide), Volleyball.

Cooking: Pasta is my speciality.

RuPaul's Drag Race: Ask about my encounter with Monét X Change.