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ABOUT ME

Hey there, the name's Dani! I'm a Graphic Designer currently living 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 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'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

Creative Studio Manager

SBM MARKETING COMMUNICATIONS

Nov 2020 - Current

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.

FREELANCE CLIENTS

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

Dani Larosa

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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)

CAPABILITIES

Visual Identity
Branding
Guidelines
Creative Direction
Work flow management
Advertising
Digital
Print
Editorial
Package Design
Motion Design
Mentoring
Interior + Exterior Design

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Acrobat
Wix
Wordpress
SquareSpace
Microsoft Word
Microsoft PowerPoint

INTERESTS + HOBBIES

The Arts: Music, film, performance

Animals: Greyhounds in particular

Sport: AFL (Port Adelaide),
Basketball, Volleyball

Cooking: Pasta is my specialty

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