

Hello, I'm

Danielle Robbins

SENIOR VISUAL DESIGNER

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Senior Visual Designer with 10+ years of experience in branding, campaign execution, and multi-platform content creation. Proven ability to art direct, develop scalable design systems, and produce high-performing visual content for social and e-commerce platforms. Skilled at balancing multiple projects while ensuring a high level of self-sufficiency and attention to detail. Expertise in Adobe Creative Suite, video production, and cross-functional collaboration with global teams. Passionate about pushing creative boundaries, optimizing workflows, and delivering compelling digital experiences.

SKILLS

Art Direction, Branding & Visual Identity, Campaign Development, Cross-functional collaboration, Digital Ads, Illustration, Print Production & Proofing, Quality Assurance, Social Media Content Creation, Storyboarding, Team Training & Content Standardization, Video Editing

Software Proficiencies: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, After Effects), Microsoft Office Suite (PowerPoint, Word, Excel, Outlook, Teams), Figma, Procreate, Canva, Social Media Platforms (TikTok, Instagram, Pinterest, YouTube, Facebook), Web Content Accessibility Guidelines (WCAG), Bynder, Wrike

EXPERIENCE

2023 - PRESENT

Freelance Graphic Designer & Content Creator | Self Employed

- **Major Clients Include:** Madrona, Cardlytics, Polygons, Hazelwood Preschool, Woobles, Lucky Egg, Shuttle Art, Go Pure, Fazit, Bread, A Brighter Year.
- **Delivered Content:** UGC-style video ads for social media, branded presentation decks, event signage and documents, Illustrated custom mural artwork, branded creative assets across digital and print platforms.
- **Highlighted projects**
 - **Madrona Event Presentation & Documents | July 2025:** Designed branded presentation deck template and event documents for Madrona's annual summit events, including a customizable Canva template to streamline workflows and ensure cohesive, on-brand materials for event leaders.
 - **Polygons TikTok Video Ad | May 2025:** Concepted, scripted, filmed, and edited a UGC-style video ad for Polygons, resulting in 1.1M views, a 65% viewer retention rate, and an 8% click-through rate—significantly exceeding industry benchmarks.
 - **Cardlytics Digital Website Assets | June 2024:** Designed and illustrated digital visual assets for internal company intranet and employee recognition program website, contributing to a more cohesive employee experience.
 - **Hazelwood Preschool Wall Murals | February & August 2024:** Illustrated and installed custom mural artwork in two classrooms, transforming learning spaces with interactive, educational visuals that encouraged student engagement and play.

2021 - 2023

Senior Visual Designer | Zulily

- Designed and illustrated social media assets and created a new color palette to reflect the brand tone for digital platforms.
- Launched Zulily's TikTok account, building a scalable content creation workflow; grew account from 0 to 70,000 followers in 6 months, generating 13.3M+ total views and 216.7K likes, increasing brand visibility and customer engagement.
- Produced 75+ original social media videos, including concepting, storyboarding, filming, editing, and copywriting; top videos reached over 1.5M views.
- Art directed lifestyle photoshoots and video shoots for social media and paid ads, overseeing production and creative execution from start to finish.
- Collaborated cross-functionally with marketing and studio teams to coordinate sample logistics for 75+ shoots.
- Designed paid ad campaign visuals from conception to production, collaborating with stakeholders to translate creative briefs into branded digital ads; optimizing assets with A/B testing which contributed to a 9% increase in CTR across social platforms.
- Concepted video ad campaign scripts for influencers, aligning brand messaging with audience engagement trends.
- Developed design system templates for use in Canva to streamline workflows and ensure brand consistency across design and marketing teams.
- Created digital style guide templates in Bynder, streamlining seasonal campaign production and improving brand consistency.
- Trained cross-functional teams on social content creation and platform best practices; developed visual guides and demo-style video tutorials to supplement in-person instruction.
- Created and presented pitch decks to executive leadership, stakeholders, and external brand partners, effectively communicating creative design concepts and strategies.

2016 – 2021



Visual Designer | Amazon

- Executed large-scale campaign visuals for Amazon's high-volume hiring and retail initiatives, including transit wraps, display ads, landing pages, direct mail, email, print, and billboards.
- Designed branded landing pages for high-visibility global events, including Prime Day, Amazon Handmade, and seasonal campaigns storefronts.
- Collaborated on Amazon-branded seasonal event style guides to standardize global campaign visuals.
- Oversaw quality assurance for 1,000+ assets monthly across 7 global design teams, ensuring 100% compliance with Amazon brand guidelines and Web Content Accessibility Guidelines.
- Spearheaded a global training initiative reaching 120+ designers; authored training materials that focused on design tenants and workflows; delivered live sessions in the US and China, along with virtual sessions with global partners, improving design consistency across teams.
- Led visual design for Amazon Luxury Beauty and Amazon Handmade, crafting high-impact visuals for US and Canada markets. Including on-site retail graphics, print collateral, and storefronts for the Amazon retail environment.
- Designed layouts and print collateral for distribution globally including the Holiday Toy Book Catalog (Mexico market).

2011 – 2016



Graphic Designer & Communications Coordinator | Lake Sawyer Church

- Developed all visual branding for a 900-member church, including logos, print materials, video production, and web content.
- Managed website updates, designed social media campaigns, and increased follower engagement 4x through strategic content planning.
- Led community PR efforts through local media, boosting outreach and event attendance.
- Streamlined design and communication request intake process resulting in improved turnaround time by 40% and enabled consistent weekly content delivery.

EDUCATION

University of Southern California | 2005 – 2009

Bachelors of Communication

CERTIFICATIONS & AWARDS

VidCon | Anaheim, CA | July 2019

Creator Certification – Production Skills

Time Magazine | 2006

Person of the year

LANGUAGES

English (Native)