

DANIELLE ROBBINS

VISUAL DESIGN • DIGITAL CONTENT CREATION • ART DIRECTION

Creative 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.

EMPLOYMENT

Zulily | Senior Visual Designer

2021 - 2023

- 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.

Amazon | Visual Designer

2016 - 2021

- 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).

Lake Sawyer Church | Graphic Designer/Communication Coordinator

2011 - 2016

- 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.

CONTACT

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TOOLS

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

SKILLS

- Art Direction
- Branding & Visual Identity
- Campaign Development
- Cross-functional collaboration
- Digital Ads
- Illustration
- Pitch Deck Design & Presentation
- Social Media Content Creation
- Storyboarding
- Team Training & Content Standardization
- Video Editing

AWARDS

Time Magazine

Person of the year 2006

EDUCATION

University of Southern California

Bachelor of Communication