



DANIELLE ROBBINS

VISUAL DESIGNER

COMPETENCIES

- Prioritizes and meets deadlines within a fast-paced work environment
- Exceeds at working independently and as part of a team
- Creative problem-solving skills, organizational skills, and attention to detail
- Experience supporting high volume work environments

EMPLOYMENT

Amazon | Visual Designer

2017- Present

- Created branded digital and print assets for high volume hiring campaigns. These included large scale commuter train and bus wraps, transit stations, static billboards, newspapers, direct mail postcards, Wrapify car wraps, Google Display Network digital ads, social media, digital billboards, email, landing pages for amazondelivers.jobs, lower thirds titles for online video ads, and gorilla marketing print materials including flyers, yard signs, posters, and door hangers.
- Produced on-site landing pages for high tier events such as the launch of Amazon Handmade in Canada & Mexico, the Prime Day Celebrity Store, the Prime Day Amazon Storefronts landing page, & Happy School Year event landing page for Canada.
- Designed layouts and print materials for distribution globally such as the Holiday Toy Book Catalog for the Mexico market. Facilitated in the creation of Amazon branded event style guides for Black Friday, Father's Day, Mother's Day, Happy School Year, Valentine's Day, and New Year New You.
- Oversaw the Quality Assurance of on-site graphics for a global team, including teams in Romania, India, China, Brazil, Mexico, Canada, & the US. Inspected graphics to ensure they followed Amazon brand standards as well as Web Content Accessibility Guidelines.
- Spearheaded a global training initiative that included the creation of the Global Production Solutions Training Handbook, supplemental training materials that focus on specific design tenants and workflows, & live training sessions in the US & Beijing, China as well as remote training sessions with global partners around the world.

Amazon | Visual Designer - Contractor

2016- 2017

Lead visual designer for Amazon Luxury Beauty, Beauty, and Handmade teams for both US & Canada designing impactful graphics for each storefront. Produced on-site retail graphics for desktop and mobile that adhered to Amazon brand guidelines & style guides. Designed print collateral for Amazon Handmade for distribution at retail events. Produced Luxury Beauty Gift Guide storefront for US & Canada, February Baby Sale storefront, & Burberry Canada storefront for the Amazon retail environment to increase sales and visibility.

Lake Sawyer Church | Designer/Communication Coordinator

2011- 2016

Provided graphic design and communication support for 900 attendee church and staff of 13. Developed logos and branding media. Designed print and web media including fliers, brochures, posters, newspaper ads, direct advertising pieces, banner ads, and web design. Managed and updated organization's website. Managed social media efforts and quadrupled followers while increasing interaction. Managed PR to local newspapers, radio stations, and blogs.

SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Outlook
- Final Cut Pro X

• Mac & PC

• Social Media:

- YouTube
- Facebook
- Twitter
- Pinterest
- Tumblr
- TikTok

EDUCATION

• **University of Southern California**

• Bachelor of Communication

CONTACT

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