



DANIELLE SUMOSKI

BRANDING
GRAPHIC DESIGN
DIGITAL DESIGN
CREATIVE DIRECTION

PROFILE

Hello! I am graphic and digital designer with a focus on creating a full spectrum brand identity. By working in many mediums, I provide holistic design solutions to create compelling visual narratives and brand identities. My method is to work with design principles to create a spectrum where hierarchy, typography, layout, and color theory drive the end product.

TOOLS

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Dreamweaver, Lightroom, Dimension, XD, Acrobat)
Microsoft Office
Workfront | Litmus | Listrak
Squarespace | Wordpress
Miro | Figma | InVision
Wacom Tablet

CONTACT

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CT | Remote



EXPERIENCE

LEAD DIGITAL & GRAPHIC DESIGNER

Stanley Black & Decker | June 2020 – Present

Lead designer and creative direction for the IRWIN & LENOX brands. Created all email, campaign material, and social posts. Also led testing and email development for deployment. Collaborated with global team on packaging, marketing, and in store executions. Closely worked with a cohesive team to re-launch the LENOX brand.

GRAPHIC DESIGNER

Stanley Black & Decker | June 2018 – June 2020

Produced print design for the STANLEY brand. Lead STANLEY, IRWIN, & LENOX marketing material designer. Helped manage packaging design for various product lines. Worked with a global experience team to produce packaging. Worked closely with brand and product teams to ensure marketing goals were met.

ASSOCIATE GRAPHIC DESIGNER

Stanley Black & Decker | September 2015 – June 2018

Created marketing materials, packaging, trade show, and other graphic needs for multiple brands. In charge of re-brand and design execution for the Storage Solutions brands. Worked with a small team to create packaging and activation room displays for the CRAFTSMAN Garage under an aggressive timeline.

FREELANCE DESIGNER

Group C, Inc | June 2015 – July 2015

Worked as a freelance designer on various projects including brand design and print materials with a collaborative design team. Met with clients to discuss project needs and design reviews.

MARKETING / DESIGN INTERN

UNH Career Development Center | September 2014 – May 2015

Assisted with marketing and branding the department as well as designing materials such as flyers, banners, signage and templates.

GRAPHIC DESIGN INTERN

UNH Marketing and Enrollment Communications | Spring 2014

Projects included banners, table top display, flyers, and brochures for several UNH departments. Worked closely with printers and vendors.



EDUCATION & LEADERSHIP

B.A. GRAPHIC DESIGN

University of New Haven | 2011 - 2015 | Cum Laude
Dean's List | 2012 - 2015

UNIVERSITY OF NEW HAVEN TUSCANY CAMPUS

Study Abroad | 2014

- Co-Chair of SBD's Developing Professionals Network
- Mentee at SBD's Women's Network Mentorship Program
- Toastmaster Member
- HYPE (Hartford Young Professionals) Member
- AIGA (American Institute of Graphic Arts) Member
- Co-Founder/ Past President of the UNH Golf Club



SKILLS

Branding / Re-branding



Logos & Icons



Layout & Hierarchy



Basic HTML, CSS



Creative Direction



Graphic & Digital Design



Typography



UX / UI



Social Media



Photography

