



# DANIELLE SUMOSKI

BRANDING  
GRAPHIC DESIGN  
DIGITAL DESIGN  
CREATIVE DIRECTION

## HELLO!

I am a 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. By day you can find me trying to design for an eco-friendly world, and by night checking out the latest foodie spot or enjoying the great outdoors.

## TOOLS

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

## CONTACT

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dmsumoski@gmail.com  
daniellesumoskidesigns.com



## EXPERIENCE

### LEAD DIGITAL DESIGNER

Stanley Black & Decker (SBD) | June 2020 – Present

- Lead Designer for the IRWIN & LENOX brands (email, paid media, organic social, web, email development).
- Campaign creation (big idea concepting, taglines & copy, photo/video direction, design concepting, wireframes, and execution).
- Worked on rebrand of LENOX brand which included all concepts, design, and execution. Designer for IRWIN & LENOX campaigns concept and execution in all stages of ideation and design.
- Create and maintain brand guidelines and fundamentals as well as additional brand documentation.
- Part of a global customer experience in-house team. Works closely with brand, product, channel, sales, and external agencies to ensure marketing needs are met.

### GRAPHIC DESIGNER

Stanley Black & Decker (SBD) | June 2018 – June 2020

- Print designer for the hand tools portfolio including CRAFTSMAN, STANLEY, IRWIN, & LENOX.
- Managed packaging design, marketing materials, and promotional graphics as part of a global in-house studio team.
- Worked on revitalization of STANLEY brand including all brand materials, brand messaging, packaging design, ad design, and in-store executions.
- Helped with campaigns for IRWIN & LENOX brands in all stages including concepting, wireframe, and execution.
- Collaborated with brand, product, channel, sales teams and external partners to ensure needs are met.

### ASSOCIATE GRAPHIC DESIGNER

Stanley Black & Decker (SBD) | September 2015 – June 2018

- Created marketing materials, packaging, trade show displays, icon/logo creation, and other graphic needs for multiple brands including STANLEY, DEWALT, VIDMAR, LISTA, and INNERSPACE.
- Executed brand strategies for product launches including packaging, merchandising, marketing print collateral, and channel/sales deliverables in a fast-paced, deadline driven environment.
- Lead re-brand and design execution for the Storage Solutions brands.
- Selected to be part of a small team creating packaging and activation room displays under tight deadlines for the CRAFTSMAN Garage event, an industry press event to relaunch the brand.

### FREELANCE GRAPHIC DESIGNER

Group C, Inc. | Summer 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

University of New Haven Career Development Center | September 2014 – May 2015

### GRAPHIC DESIGN INTERN

University of New Haven Marketing and Enrollment Communications | Spring 2014



## EDUCATION

### B.A. GRAPHIC DESIGN | CONCENTRATION DIGITAL ART & DESIGN

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

### UNIVERSITY OF NEW HAVEN TUSCANY CAMPUS | STUDY ABROAD



## LEADERSHIP

- Co-Chair of SBD's Developing Professionals Network
- Mentee at SBD's Women's Network Mentorship Program
- Toastmaster Member
- HYPE (Hartford Young Professionals and Entrepreneurs) Member
- AIGA Member
- Co-Founder & Past President of the UNH Golf Club



## SKILLS

Branding	Graphic & Digital Design
<div style="width: 100%; height: 10px; background-color: #4a4a4a;"></div>	<div style="width: 100%; height: 10px; background-color: #4a4a4a;"></div>
Logo/Icon Creation	Typography
<div style="width: 75%; height: 10px; background-color: #4a4a4a;"></div>	<div style="width: 100%; height: 10px; background-color: #4a4a4a;"></div>
Layout & Hierarchy	UX / UI
<div style="width: 80%; height: 10px; background-color: #4a4a4a;"></div>	<div style="width: 50%; height: 10px; background-color: #4a4a4a;"></div>
Basic HTML, CSS	Social Media
<div style="width: 60%; height: 10px; background-color: #4a4a4a;"></div>	<div style="width: 90%; height: 10px; background-color: #4a4a4a;"></div>
Creative Direction	Photography
<div style="width: 50%; height: 10px; background-color: #4a4a4a;"></div>	<div style="width: 80%; height: 10px; background-color: #4a4a4a;"></div>