

# DANIELLE OSTROWE

CREATIVE DESIGN + ART DIRECTION

DANIELLEOSTROWE.COM | DAVRAHAM@GMAIL.COM | 973.216.4486

## EXPERIENCE

### DANIELLE OSTROWE CREATIVE

New York, NY | April 2013 - present

- Digital Design and brand consultancy for individual clients in the fields of food, fitness, interior design and lifestyle
- Work with clients on art direction, UI/UX, digital and print design needs
- Collaborate with external freelancers, such as, copy, marketing and photographers for various clients

### MOUTH FOODS, Art Director

Brooklyn, NY | September 2015 - September 2022

Associate Art Director, September 2015

- Managed art department at this growing e-commerce food startup, including day-to-day workflow, project pipelines, and deadlines for designers, copywriters and photographers
- Worked closely with copywriters, designers and marketers to implement and maintain brand guidelines and visual direction
- Conceptualized and created compelling campaign concepts with marketing, copywriters and photographers
- Led total UX/UI website redesign: mocking concepts of homepage, navigation, product page and checkout for mobile and desktop site, working closely with developers to bring it to life
- Collaborated with marketing team to design customer retention emails, digital advertising, print marketing and loyalty programs
- Designed and streamlined creative process for print and digital projects across all channels
- Led evolution of brand visuals to elevate lifestyle aesthetic, hiring and guiding photographers and shoots
- Worked closely with key stakeholders to conceptualize and design gift box and complete un-boxing experience including print collateral
- Conceptualized and designed products such as private label packaging, tote bags, shipping boxes and other collateral

### ALL YOU MAGAZINE, Associate Art Director

New York, NY | August 2007 - September 2015

Senior Designer, February 2010; Designer, August 2007

- Conceptualized and designed editorial layouts for national women's lifestyle magazine
- Managed a group of designers and freelancers, and assisted Creative Director in organizing workflow, maintaining schedule, and resolving design issues
- Lead creation and design of special books and magazines
- Contributed to concepts and oversaw execution of photo shoots and illustrations
- Developed new design franchises with Executive Editor and Creative Director, such as Front of Book section, Diet Coach series, and Home Economics series
- Lead design on digital issue of All You, converting print layouts to iPad/tablet editions

### TENNIS MAGAZINE, Assistant Art Director

New York, NY | January 2006 - August 2007

- Responsible for design of front and back-of-book editorial sections
- Worked closely with Art Director, photo staff, and editorial staff to research and design feature layouts
- Maintained constant pre-press communication with production team

## EDUCATION

### Drexel University

Philadelphia, PA

Bachelor of Science, Graphic Design

### University of New Orleans at

### St. Charles University

Prague, Czech Republic

Prague Summer Seminars

## SOFTWARE

- Highly proficient in Adobe InDesign, Photoshop, and Illustrator
- Good working knowledge of Figma, Canva
- Slack
- Photo retouching and production
- Shopify
- Project Management Tools
- Microsoft Office

## SKILLS

- Graphic design
- Creative direction
- Marketing campaigns, (print & digital)
- Email marketing
- Web & digital design
- UX/UI
- Social media creative
- Print design & production
- Logo design
- Typography