



DANIELLE ALLEN

Creative Director and Designer

Contact



502.529.1520



danierenallen@gmail.com



Louisville, KY



[Linkedin.com/in/daniellerallen](https://www.linkedin.com/in/daniellerallen)



dracreativesolutions.wixsite.com/home

Education

Bachelor of Science / English

Brigham Young University - Idaho
2011 - 2015

Expertise

Adobe Creative Suite Cc

Photoshop

Illustrator

Indesign

Dreamweaver

Project Management

Html 5/Css

Wordpress

Mailchimp

Weebly/Wix/Squarespace

Digital Photography

Basecamp

Kanbanize

Instapage/Unbounce

Figma

Email On Acid

Microsoft Office Suite

Profile

As a seasoned graphic designer with nearly a decade of professional experience, I excel in delivering visually impactful designs with speed and precision. My expertise spans digital advertising, branding, and web design, augmented by my front-end development skills in HTML, CSS, and JavaScript. Known for my ability to read between the lines and anticipate client needs, I naturally take on leadership roles, guiding projects from concept to completion while fostering collaboration.

Experience

DESIGN TEAM LEAD

Capture Higher Ed / 2022-Present

Lead and oversee the creative team in designing and implementing on-brand visual content for marketing campaigns, manage front-end coding for client assets, and collaborate with cross-functional teams to optimize workflows and ensure client satisfaction while maintaining a client workload of my own.

GRAPHIC DESIGNER

Capture Higher Ed / 2019-2022

Types of projects:

- Digital and print content for partner institutions, including digital advertising, emails, and brochures.

CREATIVE DIRECTOR & DESIGNER - FREELANCE

So Fly Design Studio / 2017 - Present

Recent projects:

- Zola - user interface design, web design.
- Front Runner Roofing - branding, merch, signage, car wraps, ads.
- Creekside Controls - web design, branding, marketing design.

GRAPHIC DESIGNER

Kentucky Higher Education Student Loan Corporation / 2017 - Present

Types of projects:

- Digital and print ads, booklets, brochures, reports, flyers.
- Various product design, notepads, bags, t-shirts.

More job experience available upon request.