

DANYLLE LEONARD

digital | print | development

COMPETENCIES

WORDPRESS

HTML/CSS

CSS ANIMATION

BOOTSTRAP

JAVASCRIPT

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE INDESIGN

ADOBE DREAMWEAVER

ADOBE PREMIERE PRO

ADOBE AFTER EFFECTS

ADOBE XD

ADOBE ANIMATE/FLASH

ADOBE LIGHTROOM

SEE MY WORK

[INSTAGRAM](#)

[BEHANCE](#)

[LINKEDIN](#)

[IAMDANYLLE.COM](#)

[NEARSIGHTED STUDIOS](#)

CONTACT ME

616.498.0444

danylle.leonard@gmail.com

CURRICULUM VITAE

EDUCATION

2009 ● Central Michigan University, Advertising/Graphic Design, BS

At Central Michigan University, I was the Art Director of AIGA's Central Michigan University Ad Club where we competed in a state wide competition in the presentation of our ad campaign both 2013 and 2014. I was a member of CMU's Design Herd group where we explored design movements of the time and were able to meet and listen to talks from great designers of our time such as Stefan Sagmeister. Between 2011 and 2014 I had an internship as a social media manager for a local realtor, I worked on the advertising team at Central Michigan Life (the campus newspaper) and I did a short internship at a local computer company where I was able to explore the world of Wordpress development.

2016 ● Full Sail University, Graphic Design Online, BA

Full Sail University worked much like a portfolio school for me where I was able to take my concepts I had learned at CMU and the skills I had learned in my professional career and mold them in a structured format guided by industry professionals. I learned app design, JavaScript, Bootstrap, user patterns, paper prototyping, digital prototyping, print layout, human-centered design and how to create an entire animated video using Adobe Illustrator, Adobe After Effects and Adobe Premiere Pro to add sound bites I created in Garage Band. It also gave me structured time to become an expert in the Adobe Creative Suite, in which I was already very comfortable. I won the Professor's Choice Award in 2016 for marvelous work, dedication, and teamwork.

2019 ●

Full Sail University, Graphic Designer, MFA

In March of 2019, I will begin my Masters' program at Full Sail University Online. I will have my Masters of Fine Arts by the end of 2020. I have already been accepted and I am excited to continue my education.

PROFESSIONAL EXPERIENCE

2014 ● Multimedia Designer Temp

Advance Central Services/ MLive Media Group

While finishing up at Central Michigan University, I was offered a part-time position at Advance Central Services/ MLive Media Group where I was part of the creative team for all of MLive's publications and websites. My job was to create digital ads for MLive's advertisers as well as design, develop and create email marketing campaigns with the circulation team and the marketing team. I also created and maintained a web

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development department that included training eight other designers in Wordpress development.

TOOLS USED:

- Adobe Photoshop
- Wordpress.org
- Adobe Illustrator
- Mixpo
- Adobe Animate (then, Flash)
- Adobe DreamWeaver
- CSS/HTML
- Adobe InDesign

2015 • Senior Creative Designer

Advance Central Services/MLive Media Group

Roughly 6 months after starting as a temp, I was hired in at a Senior Creative Designer. My role was to maintain a standard of quality, maintain the new Wordpress development team, and continue creating email marketing campaigns in a collaboration between the circulation team and the marketing team. I was also responsible for creating advertising campaign concepts that could be pitched to potential MLive Media Group advertisers.

TOOLS USED:

- Adobe Photoshop
- Wordpress.org
- Adobe Illustrator
- Mixpo
- Adobe Animate (then, Flash)
- Adobe DreamWeaver
- CSS/HTML
- Adobe InDesign

2016 • Graphic Designer + Web

Greatland Corporation

My main duties at Greatland Corporation were designing and developing email marketing campaigns, developing animated web ads, and creating print pieces for the annual reorder campaign. I also trained on Google Tag Manager, designed NelcoSolutions.com, designed and developed GreatlandCareers.com. I also worked with my fellow designers to implement new email templates that were responsive and cross-client compatible.

TOOLS USED:

- Adobe Photoshop
- Wordpress.com
- Adobe Illustrator
- Bronto
- Adobe Animate

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- Adobe DreamWeaver
- CSS3/HTML5
- CSS Animate
- Adobe InDesign
- Adobe XD

2018

Freelance Artist

Nearsighted Studios

Internally at Nearsighted Studios, I managed the internal branding and social media accounts. Please see the "Freelance Projects" section for a complete list of my freelance work under Nearsighted Studios.

TOOLS USED:

- Adobe Photoshop
- Wordpress.org
- Bootstrap
- Adobe Illustrator
- Adobe Animate
- Adobe DreamWeaver
- CSS3/HTML5
- CSS Animate
- Adobe InDesign
- Adobe XD
- Adobe AfterEffects
- Adobe Lightroom
- MailChimp
- Facebook
- Instagram

FREELANCE PROJECTS

2017

Social Media Designer, Manager + Photographer (in progress) *Newaygo Brewing Company*

Using Instagram, Facebook and Twitter, I create social media campaigns that encourage people to visit Newaygo Brewing Company for good food, locally brewed beer by a brew master and an authentically good time.

TOOLS USED:

- Adobe Photoshop
- Adobe Lightroom
- Instagram
- Facebook
- Twitter
- Adobe Illustrator
- Adobe AfterEffects
- Photography
- Facebook Carousel

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2017 • UX/UI Designer + Developer (in progress)

Northern Art Photography

Northern Art Photography had their branding and website redone roughly a year and a half before I got involved in the project. The owner felt the website and brand she had paid for nearly a year earlier didn't match her or her brand.

TOOLS USED:

- Adobe Photoshop
- Adobe XD
- Instagram
- Facebook
- HTML5/CSS3
- CSS Animation
- Wordpress.org

2017 • Website Developer (in progress)

Greenlight Marketing

Greenlight Marketing is an agency in Traverse City, Michigan that has been in business for nearly 20 years. They needed someone on the team that could development websites. I am in the process of designing and developing their new custom website that will better reflect their strong brand and focus on their work.

TOOLS USED:

- Adobe Photoshop
- Adobe XD
- Instagram
- Facebook
- HTML5/CSS3
- CSS Animation
- Wordpress.org

SIDE PROJECTS

2017 • Owner/Designer

Unquiet Riot Designs

I created Unquiet Riot Designs as a creative outlet outside of the marketing and professional graphic design world. It is a place where I can create freely and sell my art. There is a website, an Etsy shop and numerous social media accounts. You can see my work on [Instagram](#), my [Etsy shop](#), or [UnquietRiotDesigns.com](#).

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AWARDS

- 2013** ● **Most Improved and Best Attitude Awards**
Central Michigan Life Student Newspaper Annual Ceremony
Through my contagious positive attitude, my refusal to quit and my teamwork, I was awarded Most Improved (when I increased my sales by 92%) and Best Attitude for keeping my team together and on track in the face of lacking sales, increasing school work, and final exams.
- 2015** ● **Best Idea to Grow Subscription Sales**
International News Media Association
While at ACS/MLive Media Group, I was the designed and developed the collateral for the My Michigan membership program that was awarded 1st place at the INMA awards 2015.
- 2017** ● **Professor's Choice Award**
Full Sail University
Due to my hard work and dedication, I was awarded the Professor's Choice Award in my Freshman year at Full Sail University for outstanding work.

DESIGN COMMUNITY

- 2013** ● **Ad Club (AIGA Central Michigan University)**
General Member, Creative Team
Throughout the year, we created a campaign for Glidden Paints that we then presented in a statewide competition. Our campaign placed in the finalists.
- 2014** ● **Ad Club (AIGA Central Michigan University)**
Art Director, Creative Team
In my second year of AIGA Ad Club, I was elected as the Art Director. The client was Mary Kay. The creative team I managed designed the collateral as well as the 22-page proposal.
- 2017** ● **AIGA West Michigan**
General Member
I have been a member of AIGA West Michigan since 2016.
- 2017** ● **Ladies, Wine & Design: Grand Rapids**
Chapter Head
In 2017, I founded the Grand Rapids chapter of Ladies, Wine and Design. An international group founded by Jessica Walsh to create a community of creative women. She hoped it would solve the lack of female creative directors in the industry.