

# DANI STRACUZZA

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## HIGHLIGHTS OF QUALIFICATIONS

- Over 20 years of experience in the graphics industry using Adobe programs including, InDesign, Photoshop, Illustrator, After Effects, Premier Pro, Microsoft Office, and the Mac Operating System.
- Extensive experience in the design and production of a wide variety of marketing materials, such as brochures, newsletters, postcards, manuals, packaging, email, social media postings and direct mail for various audiences.
- Sound ability to coordinate and track multiple projects at once in an organized manner and keeping detailed records of projects.
- Proficient in quoting projects to prospective print vendors and translation companies, creating production timelines, and maintaining an updated database of jobs with routing, approvals, and proofs.
- Award winning designer; received the 20th annual Admissions Marketing Report Gold Award for brochure design as well as the 32nd annual Best of Long Island Advertising Club Awards Best of Show for direct mail piece and the Best of Show for cultural events calendar.
- Produced creative for a presentation project, under the direction of the development director, to secure a ten million dollar donation for the Ruth S. Ammon School of Education at Adelphi University.
- Enthusiastic team player with a creative design aesthetic who thrives in a collaborative environment.

## PROFESSIONAL EXPERIENCE

### **Graphic Designer**

2014 — 2022

*Drive DeVilbiss Healthcare, Port Washington, NY*

- Design and production of art for large variety of medical products for retail brands and private label clients including, shell sheets, manuals, hangtags, labeling and packaging art and other marketing materials.
- Production of product packaging art with manuals in multiple languages. Produce product labeling including UPC barcodes, UDI barcodes, required regulatory and warning labels.
- Design packaging materials for specific global brands outside of the parent company.
- Extensive photo retouching and image manipulation with Photoshop.
- Working with global vendors, requesting proofs and ensuring product packaging and regulatory issues are resolved.

### **Associate Director / Graphic Designer**

1999 — 2010

*Adelphi University, Garden City, NY*

- Managed the Design and Production division of an in-house publications and advertising department; coordinated the design and production work for print publications and marketing materials.
- Quoted projects to printers, created production timelines, and maintained updated data base of jobs.
- Identified and developed integrated marketing strategies to target increased attendance for the Olmsted Theatre at the university.
- Designed logos and conceptualized visual identity systems for program specific units of the university.

- Produced creative for university publications, newsletters, out-of-home ads, direct mail, advertising campaigns, web banners, and outdoor banners and signage for university events.
- Provided print quotes for bidding jobs to print vendors and worked collaboratively to schedule press checks to ensure color accuracy and print quality.
- Produced creative for a presentation project, under the direction of the Development Director, to secure a ten million dollar donation for the Ruth S. Ammon School of Education at Adelphi University.

**Freelance Consultant / Graphic Designer**

2010 — Present

*New York, NY*

- Design promotional print materials for clients, including direct mail brochures, posters, booklets, and season brochures.
- Provide marketing strategies to target audience and develop more effective communications for clients.

OTHER RELEVANT EXPERIENCE

**Studio Assistant**

*Frank Capri Photographer New York*

**Photo lab technician**

Space Age Photo Lab New York Managed the day-to-day operations

EDUCATION

Bachelor of Arts Degree

Hunter College of The City University of New York

1999

Studio Art, Summa Cum Laude, Deans List, Golden Key National Honor Society

Ontario College of Art and Design University

1990

