

DANIELLE GEBRAYEL

ART DIRECTOR | SENIOR GRAPHIC DESIGNER | PROJECT MANAGEMENT

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SKILLS

Adobe Creative Suite | Microsoft Office | Art & Creative Direction | Fashion & Still Photography Direction
Print & Digital Design | Project Management | Traffic Management | Budget Management

EXPERIENCE

The Paper Store Acton, MA

Art Director 2017 – Present | Sr. Graphic Designer 2015 - 2017

- Manage a team of Graphic Designers, Production Designers, and the In-House & Freelance Studio Crew (photographer, merchandise coordinator, stylists, hair and makeup artists) responsible for creating organic visuals.
- Concept, design, and manage campaigns for all print and digital assets for 100+ retail locations and to an audience of 900k new and existing customers including:
 - Print: 40+ catalogs & direct mail pieces, large format graphics, store signage, flyers, coupons
 - Digital: Email, e-commerce website graphics, social media, paid ads
 - Product Development & Private Label: Packaging, ceramics, home decor, candles, plush, apparel, stickers, blankets and repeat patterns
- Concept, book, plan and art direct all photo shoots including look and feel, locations, lighting direction, styling and production.
- Set the tone, look and feel for overarching branding of The Paper Store.
- Triage intake requests to determine budget, bandwidth, and execution.
- Project manage all approved requests including milestones, scheduling, assigning tasks, prioritizing and re-prioritizing as needed.

Specialty Commerce Corp. Bridgewater, MA

Assistant Art Director 2013 – 2015

- Creative design from concept to completion for the Paula Young Wig & Apparel B2B and B2C catalog division.
- Managed relationship with outside photography studio to plan, produce and art direct all photo shoots.
- Mentored and managed a junior level Graphic Designer and provided creative direction.

Casual Male Retail Group Canton, MA

E-Commerce Graphic Designer 2013 | Graphic Designer 2010 - 2013 | Production Designer 2007 - 2010

- Designed animated and static home pages and emails.
- Represented direct mail, catalog & e-commerce during team concepting to brainstorm a fresh new look for each upcoming season.
- Collaborated with merchandising and buying teams to ensure all design content on web was accurate.
- Planned and directed photo shoots by collaborating with producer and photographers.
- Retouched and color corrected all images using Photoshop.
- Creative design from concept to completion for catalog and retail pieces.
- Edited and released catalogs, direct mail pieces and ads to print for over five brands.
- System Administrator for Catalog Studio.

Sphinx Realty, Inc. Jonesboro, GA

Graphic Designer 2004-2007

- Created logos, brochures, business cards, flyers, posters and collateral materials using Adobe CS.
- Collaborated with agents to plan marketing material for new listings.
- Researched local school systems and amenities around new subdivision in order to create informational packets for new home buyers.

EDUCATION

The Art Institute of Atlanta Atlanta, GA 2004 – 2007

Bachelor of Fine Arts in Graphic Design