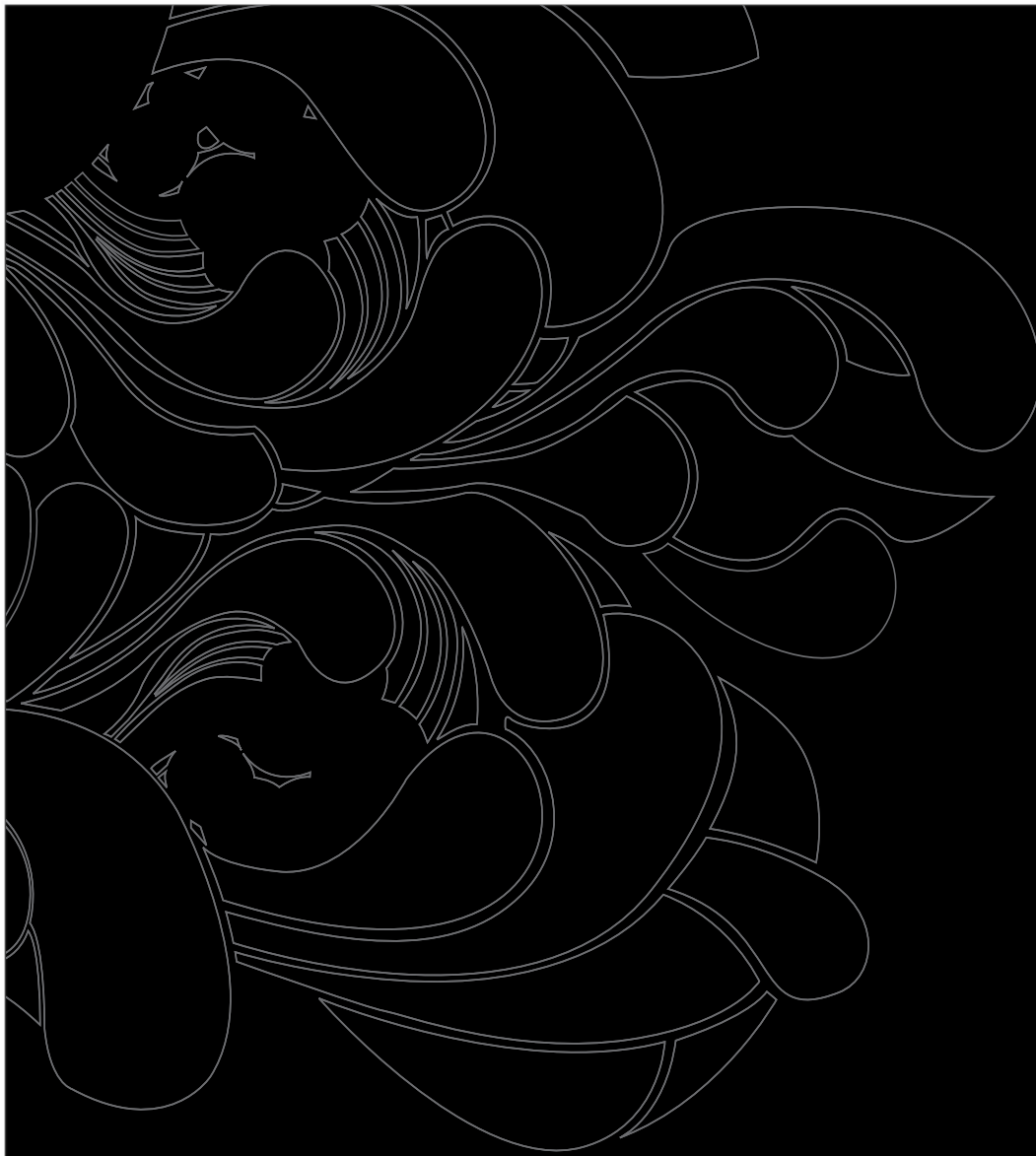




Danielle Gabriele
Curriculum Vitae



Experience

Freelance Graphic Designer

Feb 2008 - present

New College Durham Graphic Design Lecturer

Feb 2011 - Jun 2011

Acting as a personal tutor, designing, developing and delivering programmes of learning which meet the needs of the college's students and which satisfy the internal and external criteria of the subject.

My remit involves understanding the learning needs of the student population and been able to deliver challenging and exciting learning sessions through SOW, lesson plans with SMART learning targets and good monitoring.

Rough Hill Designer

Aug 2008 - Aug 2010

In-house Designer and Brand Manager for a student events company.

My creative remit involved marketing event materials from flyers, posters, e-flyers, micro sites, digital monthly news letter, style guides, mood boards, venue graphics, staff uniforms, event brand T-shirts and new business proposals.

I created and developed event brands and ensured continuity of the execution across the relevant channels.

The fast-paced nature of event marketing, required me to develop an agile approach to time management. I managed my work load autonomously and all my projects were self-directed.

In addition, I assisted the production manager by pre-booking print jobs, liaising with printers and updating online systems to ensure artwork and print is delivered on time.

I have extensive experience of print-management and have built strong and effective relationships with all chosen vendors.

Clients: Tiger Tiger, Pacha, Gatecrasher, UTR and Ministry of Sound.

Ministry of Sound Designer / Creative Artworker

Apr 2006 - Aug 2008

Creative Designer and Brand Manager for Hed Kandi, working on major album releases.

My duties involved creating a wide variety of design including marketing event materials, packaging, venue graphics, clothing graphics, electrical graphics branding directing photo shoots, basic photo re-touching, creating logos, corporate brochures, CD's, flyers, e-flyers, web banners, venue banners and presentation designs for all areas of Ministry of Sound.

I individually managed multiple projects from brief to completion and ensured the work met the client's requirements.

Clients: Ministry of Sound, Hed Kandi, Housexy and Data Records.

Jackel International Designer

Mar 2005 - Jan 2006

Working with a variety of clients and account teams within the baby retail, hair and beauty sector.

My duties included designing and revising new packaging concepts, literature, product graphics, transferring illustrations onto baby products such as bibs, baby bottles, cups, dummies and creating new business concepts for external clients and trade show stands I also directed commissioned illustrators and liaised with clients and printers whilst working to tight deadlines.

Clients: Tommee Tippee, Boots, Tesco, Disney Baby and Mothercare.

Different - Graphic Designer

Oct 2004 - Jan 2005

Creative Designer working with a variety of clients in all aspects of design from direct mail, retail and packaging, through to corporate identities and brochures.

Clients: Nigel Wright, Tommee Tippee, Blueroom, Delcor Furniture and Newcastle Metro.

Eleven Pm - Junior Graphic Designer

May 2003 - Oct 2004

Working as part of a small design team creating design concepts from initial creative through to production. I was also responsible for handling client accounts from quotation through to final presentation and production.

Clients: Sunderland Council (Sunderland Airshow), Ultra Beauty, Safe Call and Gateshead College.

Personal Details

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Key Skills

Confidently direct projects from brief through to production.

Extremely competent with artwork.

Strong verbal presentation skills.

Focused, determined and ambitious.

Commercially astute and flexible.

Technical

Creative Suite CS5
Macromedia Freehand
Quarkxpress

Education / Achievements

2010-2012
New College Durham
PGCE/Cert Ed (LLUK)

2009
Red Cross
First Aid Training

2000-2002
University of Teesside
BA Hons Graphic Design

2000
Teesside Tertiary College
NCF In Multimedia

1998-2000
Cleveland college of Art & Design
Graphic Design

1996-1998
New College Durham
BTEC National Diploma



Data Records, Sharam party all the time promo: 12", CD wallet and e-flyer.



Hed Kandi, Kandi Lounge: Commercial CD, venue banners, flyers, tube posters and press adverts.



Hed Kandi Deluxe: Brochure, invite, CD, exhibition banners and press adverts.



Hed Kandi: Online web flyers, web banners, venue dressing.



imagine

a home that fires the imagination as much as it warms the soul



What does it take to make the 219 creative retreat? Quality of light, attention to detail, a living space of vision and distinctive character. Discovering the essence of contemporary design at every turn. A sleek, fully fitted kitchen gleaming with granite and chrome, with integrated appliances and stainless steel oven and hob. Thermally insulated under-floor heating and windows that keep you in view the day and do more for you than it costs and tonight. 219 Long Lane offers living for those who know there is life, light, light, space and clear white walls. A living room, a kitchen, an office, a quiet place for the 100 you want to live. And from 200 years, that makes it so great to be home, secure in parking, under a secure door, in a quiet and peaceful place. Welcome home, under your feet.

219 LONG LANE



Different, Mark Tony ice cream: Branding and packaging concept.

FULL MOON

DBL
VODKA
ENERGY
£2.50
THAI COCKTAIL
BUCKETS
£5.00

DBL
VODKA
ENERGY
£2.50
THAI COCKTAIL
BUCKETS
£5.00

FULL MOON

EVERY THURSDAY

FULL MOON

EVERY THURSDAY

Connected
SPEKTRUM

Connected
SPEKTRUM

10PM-4AM



Hed Kandi, Kandi Vision & Kandi Radio: Logos for the Hed Kandi website.



Rough Hill, Play: Event brand name design, flyers, posters and venue dressing.



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Residential Village

Alison Small
Home Manager

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