

DANNI CARTER

Graphic Designer

Creative, passionate, and detail-oriented graphic designer with four years of experience in print and digital media. Highly skilled in branding and social media.

WORK EXPERIENCE

GRAPHIC DESIGNER | FULL-TIME

Quince | March 2023 — Current

- Edited on-figure and flat product photography to showcase merchandise in a visually appealing manner.
- Collaborated with the Merchandising and Senior Designer to facilitate seamless product launches, ensuring final product approval.
- Actively participated in photoshoots as a JR Art Director at the San Francisco photo studio, contributing to the creation of high-quality visual content.
- Developed user-generated content (UGC) style social media assets, including both images and videos, to enhance brand engagement.
- Conducted photography and post-production editing of jewelry flats for website presentation, maintaining a consistent and polished visual aesthetic.

DIGITAL SALES ASSOCIATE | PART TIME

Partita Custom Design Jewelry | March 2020 — February 2023

- Redesigned and updated store website using HTML, and CSS, to manage store catalog.
- Initiated and implemented brand photoshoots for product photography.
- Developed brand social media presence and strategies to increase website traffic.

TECHNOLOGY INTERN | CONTRACT

National Coalition of 100 Black Women, Oakland | May 2022 to December 2022

- Created concept-driven and customizable program flyers and presentation templates.
- Work closely with the technology team to manage and maintain the WordPress website.
- Spearheaded overall creative marketing, including email marketing (Mailchimp) and social media platforms.

SOCIAL MEDIA MANAGER | CONTRACT

EQ Community | February 2022 to September 2022

- Manage and track social media content with the execution of marketing strategies and community engagement.
- Maintained brand innovation and incorporated the latest social media trends in content.
- Increased monthly Instagram impressions by 1,426% in 90 days.

SOCIAL MEDIA DESIGNER | CONTRACT

Willow Creatives | April 2021 to April 2022

- Assist in developing relevant and trendy content and social graphics for clients.
- Worked directly with the Creative Director to define social media strategies to increase client sales.

CONTACT

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www.dannicarter.com

EDUCATION

BFA, Graphic Design

Academy of Art University

2019- 2022

Graphic Design Major

Florida State College of Jacksonville

2016 - 2018

EXPERTISE

Graphic Design

Branding

Social Media

SOFTWARE KNOWLEDGE

Adobe Illustrator, Photoshop, XD
InDesign, Lightroom, After Effects,
Premiere Pro

Figma

Canva

Microsoft Word, PowerPoint

Google Suite

AWARDS AND ACHIEVEMENTS

Social Media Marketing Certification
| ESEI International Business School |
2023

The Power of Data (CRM and Data)
Certification | ESEI International
Business School | 2023

Academy of Art University Spring
Forward Portfolio Scholarship Award
Recipient | 2019

Sigma Delta Sorority Member | Since
2019

Selected Student for AIGA Mentorship
Program | 2016

Graphic Design Teacher's Assistant |
2016