

DANIELLE MAGARY

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Creative Direction & Visual Communication

EDUCATION /

BACHELOR OF SCIENCE IN VISUAL COMMUNICATION

Ohio University / Additional Focus: Retail Merchandising Fashion Product Development

SPECIALTIES: Creative Direction, Digital Marketing, Editorial Design, Campaign Concepting, Print & Digital Production, On-Product & Packaging Design, Paid Media, Event Activations, Photo Retouching, Leadership, Project Management

PROGRAMS: Adobe Creative Suite, Photoshop, InDesign, Illustrator, Figma, Invision, After Effects, Adobe Experience Manager, JIRA, Keynote, Adobe Digital Publishing Suite, HTML/CSS basics

DESIGN WORK /

ABERCROMBIE & FITCH SENIOR ART DIRECTOR

Abercrombie & Fitch Headquarters / 2022 - present, Remote

Lead team of designers in Marketing across Abercrombie brands: A&F Kids and A&F adults.

Create content for site, paid media, & email channels both domestic & internationally.

Liaison with over 20 designers, strategists, writers, photo specialists, retouchers, digital developers, trademark/legal, & merchants fostering brand growth & ensuring cohesive & engaging creative cross-channels.

Develop design templates & style guides to improve efficiency & scalability.

Assist with interviewing, hiring, mentoring, & leadership development initiatives.

Collaborate with UX team on site & app experiences.

Present campaigns & digital prototypes to leadership, senior executives, & large audiences.

ART DIRECTOR 2019 - 2022

Led team of designers in Marketing for A&F adults.

Created content for site, paid media, & email channels both domestic & internationally.

DIGITAL GRAPHIC DESIGNER 2018 - 2019

Designed editorial & promotional content in an interactive space leading design of all weekly emails for A&F adults.

Built personalized email templates to tailor marketing specific to the customer driven by shopping data.

HOLLISTER CO. GRAPHIC DESIGNER

Abercrombie & Fitch Headquarters / 2015 - 2018, Columbus Oh

Designed in-store marketing & graphics for global brand Hollister from seasonal campaign concepting to design & production.

Maintained & evolved corporate brand standards designing for multiple platforms including in-store signage, on-product hangtags, front of store displays, packaging, shopping bags, social, email, video, & event activations.

Collaborated with a multitude of cross-functional partners & outside vendors ensuring projects met deadline & budget.

ASSOCIATE GRAPHIC DESIGNER 2014 - 2015

ASSISTANT GRAPHIC DESIGNER 2013 - 2014

GRAPHIC DESIGN INTERN 2012 - 2013

ADDITIONAL EXPERIENCE /

TAMPA & COLUMBUS ZOO GUEST ENGAGEMENT VOLUNTEER 2021 - 2023

THREAD FASHION MAGAZINE 2010 - 2013, Athens Oh

OHIO UNIVERSITY MULTIMEDIA SOCIETY 2009 - 2013, Athens Oh

ALPHA GAMMA DELTA FRATERNITY 2009 - 2013, Athens Oh