

DANIELLE ▸ HOP

ASSOCIATE CREATIVE DIRECTOR



CONTACT

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LINKEDIN PROFILE ▸
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PROFILE

Associate Creative Director passionate about problem solving and creating clean, smart and user friendly products. For the past decade, I've worked on and helped oversee the design and build of 30+ responsive websites. Currently, I help lead the design team at Merkle Inc. as well as running my own design projects.

SKILLS

PROFESSIONAL

Art Direction
UI/UX Design
Design Strategy
Product Design
Prototyping

TECHNICAL

Adobe Suite
Sketch
Zeplin
Invision
Figma

EDUCATION

Bachelor of Science Degree,
Graphic Design

The Art Institutes International
Minnesota, Minneapolis, MN
2012, GPA: 4.0

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR Merkle Inc. | 2014 - Present

Started as a UI designer and worked my way up to Associate Creative Director. Helped build websites using AEM and Adobe's Cloud Services. Created design systems for clients along with providing technical documentation.

DESIGNER AIMIA | 2013 - 2014

Concepted and created loyalty marketing materials. Deliverables included icon design, typography, logo design, infographics, and print work. Clients included Delta, Pampers, Microsoft, Visa, Pfizer, Mazda, Merial, and Schiff.

DESIGN INTERN Olson | 2012 - 2013

Led projects in partnership with copywriters. Worked on advertising campaigns, marketing materials, and overall branding projects. Clients included Target, U of MN, Yoplait, Boston Scientific, Country Inn & Suites, and Lens Crafters.