

# DANIELLE HOP

ASSOCIATE CREATIVE DIRECTOR



## CONTACT

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LINKEDIN PROFILE ▶  
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## PROFILE

I specialize in solving problems and creating clean, user-friendly products. I have over 10 years of experience overseeing the design and build of 30+ responsive websites. My expertise includes integrated campaign development and innovative design solutions through UX, UI, and technical design. I've developed concepts and strategies for global brands and small to mid-size agencies across industries.

## SKILLS

### PROFESSIONAL

Art Direction  
UI/UX Design  
Design Strategy  
Product Design  
Prototyping

### TECHNICAL

Adobe Suite  
Figma  
Sketch  
Zeplin  
Invision

## EDUCATION

Bachelor of Science Degree,  
Graphic Design

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

## EXPERIENCE

### ASSOCIATE CREATIVE DIRECTOR

Merkle Inc. | Jul 2020 - Apr 2023

Led design and creative direction for campaigns, digital experiences, and marketing materials. Built digital brand experiences via UI/UX design. Mentored designers, presented concepts, and gathered feedback from clients. Developed design systems and provided technical documentation.

▶ SENIOR USER INTERFACE DESIGNER  
Aug 2017 - Jul 2020

▶ UI/UX DESIGNER  
Apr 2016 - Aug 2017

▶ WEB DESIGNER  
Oct 2014 - Apr 2016

### DESIGNER

AIMIA | 2013 - 2014

Concepted and created loyalty marketing materials. Deliverables included icon design, typography, digital design, logo design, infographics, and print work.

### DESIGN INTERN

Olson | 2012 - 2013

Led projects in partnership with copywriters. Worked on advertising campaigns, marketing materials, and overall branding projects.