



DANIELA STOLK

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EDUCATION

2013 - 2014 | ELISAVA - Barcelona School of Design and Engineering

Postgraduate Degree in Graphic Design and Communications.
Postgraduate Degree in Design and Art Direction.

2005 - 2009 | The Art Institute of Fort Lauderdale

Bachelor's Degree in Advertising
GPA 3.8/4 – Magna Cum Laude
President's and Honor's Roll list

SKILLS

Proficiency in Photoshop, Illustrator, InDesign, Sketch, Figma and Invision.
Excellent visual design skills with sensitivity to user-system interaction.
UI design, print design, typography, photography and branding.

AWARDS AND RECOGNITIONS

Best Creative Portfolio Award.
Highest Achievement Award.
Honors Program Participant Award.

LANGUAGES

English and Spanish.

EXPERIENCE

2018- Present | Novae

Sr. Digital Art Director + UI/UX Designer

Client: My Rewards by Visa Loyalty Solutions - a white-label, all-digital loyalty platform that allows small and medium-sized banks to engage their cardholders with millions of redemption opportunities in travel, hotels, and entertainment around the world.
Direct and implement a broad range of interactive design projects, from conception to launch.
Design and execute automated email campaigns for various banks.
Customize digital assets to comply with the branding of banks enrolling in the platform.
Design developer-ready landing pages.
Create wireframes, user flows, prototypes for web and mobile apps; deliver projects from concept through development, QA, and shippable features.
Lead and designed company's rebrand.

2017 | Zimmerman Advertising

Digital Art Director

Client: Nissan
Conceptualize, design, and execute digital visuals to be used in online advertising, digital marketing, and even print advertising.
Create countless digital assets for client websites, Facebook and Instagram.
Work with Creative Director and Copywriter to create brand campaigns and TV spots.
Assist in developing pre-production presentations (casting, props, wardrobe, locations)
Collaborate in the creation of story boards for video production.

2015 - 2016 | C-Com Group, Inc

Digital Art Director

Clients: FPL, Toyota, Outback
In charge of the development, design, and production of digitally-based marketing campaigns. Designs include web pages, landing pages, online banners and social media posts,
Coordinate the process of online banners and video animations from concept to final product.

2015 | Zendo

UI - UX Designer

Designed user interface for iPhone and Apple Watch app.
Maximized user experience for the app facilitating finishing the task.
Influenced user performance and improved aesthetic appeal.

2011- 2013 | Cheil Worldwide

Jr. Art Director

Client: Samsung
In charge of all digital production, including online marketing and social media channels.
Designed and layout ads, brochures, leaflets, packaging and product catalogs.
Developed several advertising campaigns that include print and interactive material.
Created large format design and production for trade shows and pop-up displays.
Prepared layouts and assist in presenting work to clients.

2009 - 2011 | OpenPeak

UI Designer

Clients: Cisco and AT&T
Created UI design screens for Flash & Android based devices.
Developed icons and other digital assets for IP phone systems and tablet devices.
Converted wireframe templates into final visual design.
Reviewed UI design from a functional, cross-functional and end-user perspective.
Collaborated in designing company's identity and website.

2009 | Click Media LLC

Graphic Design + Marketing Intern

Conducted market research for new and existing clients.
Negotiated contracts with clients for services provided.
Contributed in the development of graphic design material.
Collaborated with landing page optimization and paid search strategies.