

# Creative Direction / Design

## Danielle Cerceo

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### **MOD** | *Creative Director + Principal Designer*

**DEC. 2021 – PRESENT**

Lead the design team from conception through execution. Work closely with project management on all resourcing needs and project schedules. Oversee and manage designers by reviewing work and providing recommendations for improvement. Present work both internally and externally to clients. Collaborate with other Creative Directors to lead project strategy and give final approval.

### **MOD** | *Assoc. Creative Director + Designer*

**DEC. 2019 – 2021**

Support the team and oversee senior designers by reviewing all creative. Create visual concepts, including but not limited to: digital and print, motion graphics, illustrations, branded collateral, package design, web and digital banners, event design materials and presentation design.

### **MOD** | *Art Director + Designer*

**DEC. 2017 – 2019**

Produce creative for concepts including brand identity, package design, website UI and other materials. Mentoring and overseeing the work of junior designers to ensure the creative meets the clients' needs while maintaining a high quality product.

### **MOD** | *Senior Designer*

**OCT. 2016 – DEC. 2017**

Collaborate and work independently of the design team across a variety of media including, but not limited to: brand identity, print and digital materials, event branding, package design, motion graphics, presentation design, website UI, and more.

### **Allis, Inc.** | *Visual Designer*

**MARCH – JULY 2016** (CONTRACT)

Collaborated with the design team to create visuals for real estate and hospitality clients which included: branding and identity, email design, digital web banners, social media posts and more.

### **HDSF** | *Visual Designer*

**SEPT. 2015 – OCT. 2020**

Brand and identity for luxury real estate developments. Responsibilities included: logo and name development, stationery, print and digital signage, brochure design, website UI, brand guidelines, project management, vendor communications, and more.

### **The Philadelphia Foundation** | *Graphic Designer*

**MARCH 2011 – SEPT. 2015**

Developed all creative for both internal and external communications. Worked closely with the Marketing Director to establish layouts for signage, email and direct mail campaigns, website UI, advertisements and more.

#### EDUCATION

### **University of Delaware (2006–2010)**

*BFA in Visual Communications*

#### RECOGNITION

### **GDUSA's 2020 People to Watch**

#### SKILLS

Adobe Creative Cloud  
Microsoft Office  
Keynote  
Sketch + Figma