

DANIELLE TORRES

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OBJECTIVE	Hi! I'm Danielle a Multi-disciplinary Designer specializing in research and visual design at Target. As a designer, I research, collaborate, and design experiences that provides solutions for everyday problems.	AFFILIATIONS	GLASSBOX ADVISORY BOARD 2017 - Present, Target
EDUCATION	SAVANNAH COLLEGE OF ART AND DESIGN SAVANNAH, GA 2011 - 2015 B.F.A. Graphic Design & Photography GPA - 3.73, Magna Cum Laude Study Abroad - France & Hong Kong DESIGN LAB ONLINE COURSES JAN. 2016 - APRIL 2016 UX Research & Strategy UX & Interaction Design INTERACTION DESIGN FOUNDATION ONLINE COURSES PRESENT Usability Psychology of Interaction Design	SKILLS & TOOLS	PERSONAL Communication Collaboration Multitasking Organization DESIGN Icon Design Pen & Paper Photography & Video Print Design Prototyping Typography METHODS A/B Testing Observing Facilitation Journey Maps Personas Sketching Sitemaps User Flow Usability Testing Wireframing SOFTWARE Adobe XD Adobe Photoshop Adobe Illustrator Adobe Lightroom Adobe After Effects Adobe Dreamweaver Adobe Premiere Pro Adobe InDesign Invision Keynote Keyshot Marvel Microsoft Office OpenText Proto.io CODE & TECHNOLOGY HTML & CSS Google Analytics Javascript
EXPERIENCE	TARGET MULTI-DISCIPLINARY DESIGNER - CONSUMER INSIGHTS MINNEAPOLIS, MN JULY 2016 - CURRENT As an Multi-disciplinary Designer, and the only designer on the team, I have the responsibility of creating and designing various collateral for the Consumer Insights team. I collaborate with internal partners to interpret consumer data to deliver intuitive design solutions that help team members achieve their business goals while empathizing with the consumer. ASSOCIATE ART DIRECTOR & GRAPHIC DESIGNER - WEEKLY AD MINNEAPOLIS, MN SEPT. 2015 - JULY 2016 With over 40 million readers a week, Target's Weekly Ad is a leading driver of sales for Target. I lead, concepted and designed creative solutions for the grocery, essentials, apparel and beauty businesses. Met with Senior Buyers weekly to understand the business needs and deliver on the creative brand look. I collaborated and managed photo and stylist teams weekly to bring concepts to life. HEWLETT-PACKARD PROJECT MANAGER & GRAPHIC DESIGN INTERN SAVANNAH, GA SEPT. 2014 - NOV. 2014 SAVANNAH AAF ADDY AWARD - GOLD RECIPIENT Collaborated and managed with other students to redesign HP's app, LinkReader. We focused on enriching LinkReader tourism experiences in Savannah's historic downtown, by prototyping and reconcepting the use and need of LinkReader. TARGET ART DIRECTOR INTERN MINNEAPOLIS, MN JUNE 2014 - AUG. 2014 Developed and concepted, with a copywriter intern, what Target's Weekly Ad could look like within social platforms. We concepted visuals and managed photo and stylist teams to bring the concept to life. The project inspired the creation of Weekly Ad's digital marketing program.	CURRENTLY LEARNING	Origami Sketch Skillshare & Udemey Courses
	FOSSIL GRAPHIC DESIGNER INTERN SAVANNAH, GA SEPT 2013 - NOV. 2013 Collaborated with an industrial designer and jewelry designer to research, concept, and produce a women's watch collection in partnership with Fossil. The collection was inspired by artisan hand crafts found throughout the world. The project inspired Fossil to create an artisan collection that celebrates color, craftsmanship and one-of-a-kind jewelry.	CURRENTLY READING	PSFK Reports Sidebar Co.Design Invision Blog
		LOVE!	Traveling French Bulldogs Baking Chai Tea Lattes