

Dani Sepe

Nutley, NJ • +1 862-227-2534 • me@danileesepe.com • linkedin.com/in/danileesepe •
Portfolio: <https://danileesepe.com>

Creative Director

Creative designer and manager with a passion for brand and digital design and over 15 years of experience designing and managing creative and communications strategies, digital and web design, brand management, typography, and copy editing. Subject matter expert in brand compliance and e-commerce. Extensive experience in developing and executing creative strategies for companies ranging from Fortune 20, established small businesses, and startups. Increased website traffic and funding collections of marketing commitments by \$200,000 per quarter for Buydig.com. Team leader and collaborator with multichannel graphic assets design professionals, as well as engage in mentoring and trained junior designers and assistants.

WORK EXPERIENCE

Kennedy International Inc. • 03/2025 – Present

eCommerce Graphic Designer • Full-time

- Bringing the brand to life through engaging digital content: product images, banners, photo retouching, promotional marketing assets, infographics, Amazon A+ content for Vendor Central. Adobe Creative Cloud: Photoshop, Illustrator, Bridge.
- Increase brand guidelines compliance and consistency across all digital platforms by developing best practices, updated infographics, and typography to optimize product listings for retailers and online marketplaces: Amazon, Walmart, Wayfair, Target, Home Depot, Overstock, Lowes, Kohls, TJ Maxx/Marshalls/Home Goods, etc.
- Collaborate with in-house photography and product teams to develop visual content strategies for retailers and online marketplaces. Create a coalition between creative departments for seamless collaboration and increased communication.
- Optimizing workflow management of server files to increase file discoverability, bridge departments, creating a dedicated graphic designer digital space. Implementing project management Google Sheet for transparency.
- Continuously researching e-commerce news, design trends, and generative AI (ChatGPT) in the digital commerce space, generating idea leads for online content and business opportunities.

Freelance • 05/2011 – Present

Senior Graphic Designer • Full-time

- Design a wide variety of projects for freelance clients: landing pages, videos, logos, social media, website assets. Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Figma, TouchDesigner, DaVinci Resolve, generative AI.

Verizon • 04/2019 – 03/2022

Graphic Designer • Full-time

- Designed comprehensive digital assets for daily Up to Speed live broadcasts for Twitter, Instagram, digital signage, Verizon.com, and Verizon Intranet, according to brand compliance with sign-offs.

Creative Designer and Communications Manager • Full-time

- Acted as Creative Director and Art Director by establishing overall design vision and ensuring consistent brand application across all multimedia channels for corporate HR communications, working with Brand Marketing to ensure all design assets were consistent with current brand and best practice standards. Increased brand compliance rating from 78% to 98%.

- Continuously improved communications effectiveness by researching industry design trends, identified new strategies for message delivery, and collected and analyzed data to assess channel effectiveness.
- Crafted intranet content: banners, articles, infographics using Adobe Creative Cloud (Adobe Photoshop, Illustrator, XD) Canva, Drupal. Delivered to 135K+ staff in 7 day turnaround, enhancing HR info accessibility. Optimized email designs in Poppulo for higher open rate above 80%.

Beach Camera/Buydig.com • 03/2018 – 01/2019

Digital Design Project Manager • Full-time

- Implemented thorough adherence to company brand standards and ensured brand cohesion across all platforms. Studied and maintained brand standard cohesion and adherence for all featured retailed brands: Garmin, Samsung, LG, DJI, Olympus, Sony, Tamron, Sigma, Audio-Technica, etc.
- Responsible for project management, scheduling, and production of onsite and remote e-commerce graphics. Increased funding of marketing commitments with org standards, yielding \$200,000/Q in accounts. Enhanced proof of performance via sign-offs and weekly audits across channels.
- Designed creative assets in a fast-paced environment: web banners, landing pages, icons, product photography, package design, and social media. Developed unique branded landing pages for consumer electronics/camera companies based on marketing commitments. Constructed landing pages in a 4-week production timeline subject to client approval.

Michael Kors • 11/2016 – 12/2017

Sales Supervisor • Full-time

- Developed a masterful branding knowledge in 1 month and developed a keen interest in the company's branding and while avidly tracking future market trends.
- Mentored a team of 10 individuals, fostering growth and collaboration to achieve sales goals and achieve key KPIs to net revenue of +\$3,000 with a conversion of +30% per day.

Rich Consignment Estate Sales and Services LLC • 08/2014 – 11/2016

Lead Graphic Designer • Full-time

- Launched and grew the company's first Shopify e-commerce website, professionally shot product photography of luxury and high-end couture products.
- Partnered with executive leadership for rebranding initiatives that lead to an increase in website traffic and ensured cohesive brand identity and quality across all platforms.
- Photographed couture products and adjusted photos to balance lighting, exposure, contrast, and color for presentation on the business' e-commerce websites. Utilized Adobe Photoshop, Bridge, Camera Raw.

SA Design • 01/2008 – 05/2011

Graphic Designer • Part-time

- Designed and printed promotional posters and banners in both large and small scale for clients, while collaborating with the design team to manage client projects. Adobe Creative Suite: Photoshop, Illustrator, InDesign.

EDUCATION

Bachelor Of Arts Degree in Communication Arts

Ramapo College Of New Jersey • 09/2007 – 05/2011

Visual Communication Design Concentration

CERTIFICATIONS

Active Listening

7 Cups