

DANIELLE ROZSNYAI

/ danielle rosni
/ graphic designer

/ daniellerozsnyai.com
/ daniellerozsnyai@gmail.com

/ in/danielle-rozsnyai
/ 586 219 6507

EDUCATION

Lawrence Tech University
BFA in Graphic Design
Southfield, MI / May 2020

SOFTWARE

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Premiere
Adobe XD
Microsoft Word
Microsoft Excel
Microsoft Powerpoint
Monday
Ziflow

SKILLS

Branding
Print Production
Prepress
Typography
Digital Marketing
Social Media Design
Project Management

NETWORK

AIGA PROPEL
Detroit, MI
Workshop Participant

ADOBE MAX
Los Angeles, CA
Conference Attendant

EXPERIENCE

PREPRESS & OPERATIONS MANAGER

Custom Marijuana Packaging

Clinton Twp., MI / May 2021 – present

- review, format, and prepare digital files to ensure accuracy throughout printing process using Adobe Illustrator and imposition software
- process and schedule orders to manufacture customized packaging for cannabis
- coordinate with management to create efficient lean processes and ensure efficiency throughout production

GRAPHIC DESIGNER

Custom Marijuana Packaging

Clinton Twp., MI / January 2021 – May 2021

- identified and designed unique packaging solutions for clientele of cannabis manufacturers and retailers
- coordinated and executed marketing efforts for external B2B promotion of company and manufacturing capabilities
- managed creative projects from the brainstorming stage through to production

DESIGNER, PRINTER

Romeo Printing Company

Romeo, MI / October 2019 – January 2021

- design and generate effective marketing and promotional materials for loyal clients of various business structures
- organize and manage ongoing and potential projects through process of origination, conception, modifications, production, and execution
- produce quality design work on expedited time lines to consistently successful yields

DESIGNER, CREATIVE DIRECTION

Woodward & Willis, LTU DCDT

Southfield, MI / May 2017 – May 2020

- curated, generated, and executed branding for not-for-profit clients including Ann Arbor Pride, Detroit Design Core
- performed as an active freelance designer for patrons in Metro-Detroit community
- collaborated with clients and fellow studio members to achieve most optimal and effective original branding strategies

GRAPHIC DESIGN INTERN

Quicken Loans Marketing, Creative Team

Detroit, MI / May 2019 – September 2019

- assisted marketing mission as a designer on Brand and Sponsorship team
- supported projects such as Rocket Mortgage Classic, "More Than a House" Campaign
- generated and pitched a social media-based sponsorship campaign targeting youthful demographic of Pre-First Time Home Buyers