

DANIELLE

VISUAL DESIGNER & DIRECTOR
ART

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SCHAEFER

EDUCATION

B.F.A. / MIAMI UNIVERSITY, OXFORD OH
GRAPHIC DESIGN & MARKETING [2013 / 2017]

ACADEMIC STUDY / (HISA) BANGKOK, THAILAND
CREATIVE WRITING & PHOTOGRAPHY [2016 / 2017]

SOFTWARE & SKILLS

[CREATIVE]

Adobe CC

Illustrator

Indesign

Lightroom

Photoshop

Premiere

Cinema 4d

Figma

Illustration & Motion

Procreate

Webflow

Wordpress

&

[TECH & PLATFORMS]

Google Apps & Analytics

HTML5/CSS3

Keynote

Klaviyo

Mailchimp

MS Office Suite

Shopify

Social Apps

INTERESTS

AIGA CINCINNATI
NORTHSIDE
COMMUNITY
COUNCIL
OAKLEY
COMMUNITY
COUNCIL
STAF
VOLUNTEER

AREAS

ART DIRECTION
BRANDING IDENTITY
CAMPAIGN POSITIONING
CLIENT RELATIONS
CONCEPT DEVELOPMENT
CREATIVE STRATEGY
DATA ANALYSIS & ANALYTICS
GRAPHIC DESIGN
ILLUSTRATION
PRINT PRODUCTION
PROJECT MANAGEMENT
PUBLIC ART
TRAINING & MENTORING
TYPOGRAPHY
USER/MARKET RESEARCH
UX/UI DESIGN
VISUAL STORYTELLING

CREATIVE THOUGHT LEADER WITH TEN YEARS OF EXPERIENCE IN DESIGN, MARKETING, WEB DESIGN, AND STORYTELLING. PROVEN SUCCESS IN LEADING END-TO-END CREATIVE PROCESSES AND BUILDING UNIQUE BRAND IDENTITIES THROUGH STRATEGIC, USER-CENTERED DESIGN.

SKILLED MENTOR, COLLABORATOR, AND COMMUNICATOR WITH A TRACK RECORD OF DRIVING INNOVATION ACROSS CROSS-FUNCTIONAL TEAMS.

EXPERIENCE

SENIOR LEAD DESIGNER

→ PRINTFUL INC. [Formerly Snow Commerce Inc.]

CINCINNATI OH

[2019 / 2024]

Conceptualizing inventive design solutions for key clients, defining brand guidelines, and crafting visual brand stories across channels. Orchestrating creative campaigns and projects, including full product launches, multi-channel marketing efforts, and content production. Steering the end-to-end creative process from requirement gathering and research to ideation, concept development, and design, while delivering exceptional content, assets, and art to elevate client brand stories. Leading cross-functional teams throughout the project lifecycle, ensuring delivery within scope, timescale, and budget.

Establishing and managing Snow Commerce's photography service, including recruiting the team, integrating with vendors, and implementing tools, processes, and technology. Overseeing client relations, gathering requirements, and aligning deliverables with brand standards, mission, values, and goals. Supporting business development through client engagement, developing pitches and briefs, articulating value propositions, and closing new clients. Training, mentoring, and leading multidisciplinary teams to drive team development.

Facilitating cross-functional collaboration and brainstorming to shape design guidelines and foster innovation. Staying informed on emerging trends, best practices, and technologies to introduce new processes and modernize frameworks, accelerating organizational transformation.

[Select clients]



JUNIOR DESIGNER

→ SNOW COMMERCE INC.

CINCINNATI OH

[2017 / 2019]

Created holistic design solutions across industries, including websites, graphics, animations, and marketing assets, while coordinating photography projects. Developed storyboards, mockups, and prototypes based on stakeholder requirements. Applied human-centric design and user research to craft engaging UX/UI features. Collaborated with stakeholders to ensure consistency in visuals and messaging. Managed multiple creative projects simultaneously, efficiently prioritizing resources to exceed client expectations.

ARTIST, PROJECT LEAD

→ CLIMB CINC [CONTRACT]

NORTHSIDE OH

[2024]

Directed the design and creation of an 18-by-24-foot mural, incorporating community feedback and leading a team of artists to execute the project, enhancing the public space with a playful tribute to the climbing community. Managed the entire project lifecycle, from concept development through execution, ensuring alignment with client vision, timely delivery, and contribution to the beautification of Northside's business district.

CREATIVE DIRECTOR

→ MIAMI UNIVERSITY, UP MAGAZINE

OXFORD OH

[2015 / 2017]

Steered all creative aspects for the student-run fashion magazine, including layout, typography, photography, and styling. Established, maintained, and reinforced style guides and brand standards, certifying creative consistency.

DESIGN INTERN

→ CURIOSITY ADVERTISING

CINCINNATI OH

[2016]

Contributed to the design and execution of integrated marketing campaigns, producing digital and print advertising assets to support brand awareness and sales initiatives. Collaborated with cross-functional teams to conceptualize and refine design solutions, supporting campaign strategy and execution.

GRAPHIC DESIGNER

→ MIAMI UNIVERSITY, SLANT DESIGN

OXFORD OH

[2014 / 2017]

Created designs, brand identities, and products for student organizations on the Miami University campus, producing cutting-edge art and designs. Delivered multiple projects within timescales and budget constraints, maintaining an unwavering commitment to quality and consistency.



DANIELLE SCHAEFER
CV — 2025

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CINCINNATI OH
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