

danielle johnson

Danielle Johnson, Experience Designer

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EXPERIENCE

Associate Art Director (Freelance), Disney

Remote | November 2021 — present

- Produced digital and print assets such as emails, booklets and stadium screens to promote Disney cruises
- Storyboarded videos for social media and television commercials and directed their production
- Assisted in script writing and media ideation to create fresh social media campaigns

Designer, On Board Experiential

Remote | April 2021 — November 2021

- Produced immersive in-person and digital experiences for clients such as Nike and J.P. Morgan Chase
- Created large format signage and merchandise for events as well as Photoshop and 3D rendered mockups
- Traveled for site visits to gather photos and research to ensure the best experiences possible

Product Designer, Viget

Remote | September 2020 — March 2021

- Created detailed wireframes and prototypes for clients
- Conducted research to ensure necessary audiences were represented in the final design
- Contributed on UX and design teams by not only prototyping but drawing and illustrating

EDUCATION

VCU Brandcenter - May 2020

M.S. Business: Experience Design

Virginia Commonwealth University - May 2018

Bachelor of Interdisciplinary Studies: Arts & Media

VCU da Vinci Center - May 2018

Product Innovation Certificate

SKILLS

Visual Design

Illustration

Product Design

Design Thinking

Rapid Prototyping

User Research

Image & Video Editing

Social Media Marketing

Storyboarding

Strategy Development

Augmented & Virtual Reality

TOOLS

Adobe Suite

Live Canvas

Sketch

Spark AR

Cinema 4D

InVision

Final Cut Pro

Figma

AS SEEN ON

Feel free to click and follow the links

[2020 Young Ones Winner](#)

[How to Apply Disney Magic](#)

[The Junior Designer Starter Pack](#)