



Danielle  
Zimmerman

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## Professional Experience

### Collective Invention Inc., Design Strategy Intern

- Experience design, user-centered research, strategic planning, and project management.
- Designed and developed e-publications, collateral, and environmental graphics for client events and workshops.
- Facilitation and support at client events, independently leading groups of up to 60 people.

Berkeley, CA  
2010

### Chochmat HaLev, Marketing & Communications Designer, Volunteer

- Developed and implemented strategy, branding, and public relations initiatives.
- Aced as principal creative developer of marketing materials and promotional campaigns.
- Set forth and maintained project time lines and communications with partners and internal teams to ensure objectives were met.

Berkeley, CA  
2008 - 2009

### Gadget Works, Product Designer

- Designed consumer electronic products and children's communication devices.
- Created unique character lines.

El Cerrito, CA  
2008-2009

### Shrek the Broadway Musical, Interactive Media Consultant

- Created motion graphics, animations and interactive media for on-stage display.
- Assisted Media Convergence Specialist converting and mapping media for projection surfaces and interactive scenic elements.
- Created to-scale digital paintings for translation by scenic artists into full-stage backdrops.

Seattle, WA  
2008

### Rebuilding Together Oakland, Web Developer, Volunteer

- Updated and maintained existing Web site.

Oakland, CA  
2008

### The Gap Inc., Banana Republic brand, Sr. Web Designer, Consultant

- Designed product pages, affiliate ads, and e-mail marketing campaigns.

San Francisco, CA  
2007

### Verrières & Sako, Web Designer & Developer

- Design, development, and maintenance of company Web site, a couture fashion house.

Oakland, CA  
2007

### Rexam PLC, Packaging Designer, Consultant

- Design of structural packaging components for cosmetic and pharmaceutical products.

New York, NY  
2004 - 2006

### Revlon, Industrial Designer

- Designed point of purchase displays including structure, graphics, and interactive elements.
- Produced mechanical and technical specifications for displays.
- Supervised freelancers and merchandisers production work.
- Created project plans and coordinated with vendors to ensure on-time on-budget completion.
- Supported sales and marketing with 3D models, animations, and interactive presentations.

New York, NY  
2004 - 2006

### Equality Specialties, Display Designer, Freelance

- Designed and produced displays and client-facing presentation materials.

New York, NY  
2004

## Skills

design management & leadership | primary & secondary research | sustainability principals | systems analysis | human-centered design | art direction | sketching & marker rendering | prototype design & construction | digital photography & retouching | mold making & casting | rapid prototyping | knowledge of materials & manufacturing techniques

## Technical Abilities

Highly proficient use of: MAC and PC platforms | Autodesk 3Ds Max | Solid Works | Photoshop | LightRoom | Image Ready | Illustrator | Bridge | InDesign | Acrobat | Flash | Dreamweaver | XHTML | Microsoft Office Applications | Apple iWork Applications

Proficient use of: After Effects | Freehand | Contribute | Premiere Pro | CSS | XML

## Education

California College of the Arts  
**MFA Design / MBA Design Strategy**

San Francisco, CA  
2009 - (2012)

Pratt Institute  
**BID (Bachelor of Industrial Design)**

Brooklyn, NY  
2000 - 2004