

Danielle Nicole Hebert-Nelson

Graphic Design · Production Design · Brand Development
Print Production Management · Color Specialist

PROFILE

With 13 years of graphic design expertise, I excel in crafting visual assets for diverse print and web platforms. As a print, wrap, and sign shop manager for a decade, I possess keen attention to detail, adeptness in color theory, and a discerning eye for layout. My leadership and communication acumen, cultivated through years in food service, sales, and print shop project management, distinguish me among among peers.

WORK EXPERIENCE

Freelance Graphic Designer Jun 2012 - Present DNHN Creative (Self Employed) United States of America


- Freelance Graphic Designer for diverse small businesses and independent contractors nationwide, specializing in brand identity and production design.
- Executed brand creation and implementation for real estate agents, small business owners, and inventors.
- Crafted attention-grabbing signage and window designs for companies with limited branding, optimizing storefront and vehicle visibility.
- Provided comprehensive design services including website development, e-blasts, menus, flyers, and marketing materials for businesses lacking internal graphic design resources.
- Consulted and developed e-commerce platforms for print shops, enhancing sales and production capabilities.

Lead Designer, Jan 2014 - Aug 2023 Sales & Client Relations Manager Boss Industries, Inc. Santa Ana, CA

- Led brand creation and evolution for print media, updating and innovating existing brands and crafting new ones. Extended branding seamlessly across diverse products and mediums, ensuring precise color consistency and alignment with client branding in final production.
- Spearheaded development and management of online web-to-print ecommerce storefronts, simplifying ordering for franchise clientele. Designed and curated web portal layouts and products, managing inventory, orders, and franchise relations, driving significant growth and sales escalation.
- Orchestrated sales and customer service for new and high-end clients in a dynamic print, wrap, and sign shop environment. Provided tailored brand management services to elite clientele, delivering comprehensive design-to-print solutions.
- Maintained color consistency as a Prepress Color Specialist across branding materials, verifying color accuracy for various print processes including screen printing, digital, and lithography.
- Directed signage design and proofing efforts, creating interior and exterior solutions. Edited client-provided designs for optimal fabrication and installation outcomes. Compiled sign packets for city licensing approval, incorporating design and technical specifications.



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 Orange County, CA

 *willing to relocate to*
Las Vegas, NV

EDUCATION

Chapman University

Orange, CA

2008-2009, 2010-2013

Bachelor of Fine Arts in Graphic Design with a Minor in Business Administration

Manchester Community College

Manchester, CT

Fall 2009

General Education Classes

SOFTWARE

Adobe Creative Suite

- Illustrator
- Photoshop
- InDesign
- Acrobat
- Dreamweaver
- Lightroom
- Express

Microsoft Office Suite

WordPress

Wix

SKILLS

Graphic Design
Production Design
Print Production
Color Management
Project Management
Customer Service
Basic HTML & CSS
eCommerce