

contact

Greater Boston
 livdantzler@gmail.com

professional summary

Ambitious design generalist with extensive experience in branding, visual storytelling, web design, and digital content creation. I'm dedicated to crafting exceptional and engaging digital experiences. My expertise lies in staying at the forefront of AI innovation and design trends, allowing me to deliver cutting-edge solutions that resonate with audiences. I aspire to contribute to a dynamic environment where creativity is integral to strategic decision-making, seamlessly merging consumer experience with brand identity to drive impactful business results.

skills

Adobe CC
 Illustrator/After Effects/Photoshop/
 InDesign/Premiere/Acrobat/XD/
 Firefly

**Motion Graphics + Video +
 Photography**

UX + UI
 Figma/Wordpress/HTML/CSS

Communications
 Visual/Written/Interpersonal

Gen AI Creative
 Midjourney/Adobe Firefly

MS Office
 Word/Powerpoint

Ideation + Problem Solving

Creative Strategy

Art Direction

Project Management

Collaboration + Teamwork

Vendor Partnerships

work history

Lead Brand Designer, Global Communications, 2022 - Current
Converse - Boston, MA

- Led creative direction for global brand activations and events, from delivering visual assets for communications to collaborating with vendor partners on branding.
- Oversaw content design and branding for the company career site and design team apprenticeship recruitment microsite.
- Streamlined branding and creative content strategy, producing digital assets for editorial content across channels.
- Delivered recommendations on creative strategy to team colleagues that improve cross-functional partnerships and ways of working.
- Managed end-to-end impactful installations and digital displays onsite for brand storytelling and employee activations and events.

Graphic Designer, Sept 2022 - Oct 2022
Mission Control - Glastonbury, CT

- Designed and edited political campaign direct mailers, leading up to the mid-term elections.

Communications and Design Specialist, 2021 - 2022
Salem Sound Coastwatch - Salem, MA

- Managed end-to-end website redesign. Designed visual sitemaps, wireframes, and prototypes with micro-animations in Figma; developed the site on WordPress.
- Produced email campaigns and social media content, achieving a 23% follower growth and a 141.1% increase in audience reach.
- Designed year-end appeal mailer and online fundraising campaigns resulting in a 375% increase in donations.
- Managed fundraising event microsite, digital content, swag, and marketing collateral.

Digital Designer and Integrated Media Manager, 2019 - 2021
Rofori Corporation - Indianapolis, IN

- Collaborated with junior and senior developers on UX, creating wireframes and prototypes.
- Produced end-to-end animated explainer videos for product.
- Managed visual identity, product website, and created content across all channels.

interests

Fine Art/Design/Cinema/Fashion
 Marine Science/Climate Science/
 Environmental Stewardship
 Cultural Cuisine/Cooking/Travel

education

School of the Museum of Fine Arts at Tufts University
 Bachelor of Fine Arts (BFA), Painting and Illustration

North Shore Community College
 Associate Degree (IMD), Graphic Design and Integrated Media Communications