

DANIELA OTALVARO

Art Direction • Branding • Digital + Print Design • Illustration • Visual Art
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EXPERIENCE

DOTALART & DESIGN • 2010 – Present

Founder, Integrated Art Director & Designer

+ Helping businesses connect to their audiences through a unique brand identity, visual story telling, strategic ad campaigns, interactive experiences, and various marketing and product assets.

ROCK CONTENT • Aug 2019 – Aug 2021

Senior Brand Designer

+ Art Directed Rock Content's brand identity and created a cohesive visual strategy throughout the companies various products and solutions.
+ Worked alongside a team of marketers and designers to develop assets that were in line with the new brand while overseeing the brand's overall visual esthetics.

ION INTERACTIVE, A ROCK CONTENT SOLUTION •

Feb 2018 – Aug 2019

Interactive Designer

+ Designed interactive digital experiences for content marketing such as quizzes, infographics, ebooks, white papers, assessments, landing pages, microsities, etc.
+ Clients include Adobe, Microsoft, Symantec, DHL and Sears to name a few.

ON IDEAS • May 2014 – June 2015

Digital Designer

+ Designed and developed microsities, email campaigns, landing pages and digital ads for fortune 500 companies to non-profits and start-ups

VERO BEACH 32963 MEDIA • Aug 2012 – Aug 2013

Graphic Designer

+ Assisted Art Director with editorial design and layout of weekly publications
+ Worked alongside Ad Representatives and their clients to create advertising concepts and execute them for our online and printed publications

ARMORY ART CENTER • Jan 2009 – Aug 2010

Marketing & Program Coordinator

+ Designed and produced all promotional print and web materials
+ Updated and maintained social media campaigns
+ Assisted in the installation of exhibitions and the handling of art work



TECHNICAL SKILLS

Illustrator • Photoshop • InDesign • XD • Figma • HTML5
CSS3 • Wordpress • Shopify • MS Office • PC and Mac



EDUCATION

FLAGLER COLLEGE – St. Augustine, Florida

Bachelor of Arts, Emphasis in Fine Arts and Graphic Design, 2004 to 2008

SCHOOL OF VISUAL ARTS – NYC, New York

Pre-College Certification for Digital Photography and Photoshop Course, July 2003

A. W. DREYFOOS SCHOOL OF THE ARTS – West Palm Beach, Florida

Specialized Art High School with a Major in Fine Arts, 2001 to 2004



RECOGNITION & EXHIBITIONS

2016 – Selected to be a part of the Shopify Partner Studio Resident Program in NYC

2013 – EGAD Art Lab – **The Machine Group Exhibition** (a collection of typographical works)

2011 – **The Seed Studio and Gallery**
Showcased Bird Series (acrylic paintings)

2010 – Lighthouse Art Center – **First Friday's Group Exhibition** (mixed media paintings and photographs)

2008 – Classic Blends Art Gallery – **Introspect Group Exhibition** (oil paintings)

2008 – Crisp-Ellert Art Museum – **Bachelor of Arts Senior Portfolio Exhibition** (monoprints and art installation)

2008 – Crisp-Ellert Art Museum – **Student Jury Exhibition** (oil painting)

2008 – Crisp-Ellert Art Museum – permanent collection (digital photograph)

2006 – Photographers Forum Finalist Honorary Award

2004 – Women's Art Association Artistic Achievement Award of Florida

2003 – Palm Beach Gardens Town Hall – permanent collection (silver gelatin prints)

2003 – Scholastic Silver Key Award for Photography from the Art Institute of Fort. Lauderdale