

# DANIELLE SHEAHAN

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## ABOUT ME

My lifelong passion for helping others drove me to first become an engineer, then a marketing strategist, and now a multidisciplinary designer. I believe that design has the ability to facilitate connection, and that connection often has the power to foster compassion. I am most interested in designing products that simplify people's lives, and designing stories that challenge people's perspectives.

## PREVIOUS EXPERIENCE

### York University Department of Arts, Media, Performance & Design | Designer

September 2017 - Present | Toronto

- Designed and produced assets for courses, conferences, and university events within York University's E-Learning department.

### Bridgeable | Service Designer

May 2017 - Aug 2017 | Toronto

- Collaborated with a multi-disciplinary team to research, prototype, and test service solutions that reduce road congestion in the GTHA for MaRS Discovery District.

### Lesli Ink Design | Junior Designer

April 2016 - Sept 2016 | Toronto

- Collaborated with a team of award-winning designers and developers on web and print design projects for clients in hospitality, interior design, and retail.

### Danielle Sheahan Design | Founder and Designer

May 2014 - Present | Toronto

- Drove freelance projects from start to end for clients including TELUS and TIFF.

### Procter & Gamble | Assistant Brand Manager (4-month summer contract)

May 2015 - Sept 2015 | Toronto

- Designed and implemented strategic marketing plans in the Canadian market.
- Collaborated with creative agencies on in-store and direct-to-consumer assets.

### Procter & Gamble | Marketing Strategist and Planner

April 2011 - August 2014 | Toronto

- Managed a \$3 million budget and over-delivered sales targets by 7%.
- Spearheaded an initiative that enabled my team to deliver an extra \$2 million in sales.
- Led and implemented the sales strategy for Swiffer and Mr Clean for all of Canada.

### The Tea Room | Head Manager

May 2009 - April 2010 | Kingston

- Managed a \$250,000 eco-friendly on-campus cafe serving 500 customers daily.
- Hired, trained, and managed 4 assistant managers and 60 staff members.

## AWARDS

### Philip Silver Scholarship | York University | 2018

Awarded in recognition of outstanding creative and scholarly achievement.

### York University Continuing Student Scholarship | York University | 2016 & 2017

Awarded to continuing undergraduate students for outstanding academic results.

### Faculty of Fine Arts Opportunity Award | York University | 2017

Awarded to a student who demonstrates exceptional academic and artistic potential.

### Five-Time Adobe Design Achievement Award Semifinalist | Adobe | 2016

Received five semi-finalist recognitions in the Social Impact & Fine Art categories.

### RGD Student Awards Honourable Mention | RGD | 2016

Received an honourable mention in the Strategic Design category.

## STRENGTHS

- Human-centered design
- Communicating & pitching ideas
- Simplifying complexity
- Design research
- Storytelling

## EDUCATION

### York/Sheridan School of Design

Bachelor of Design, Honours

4.0 GPA, June 2018 Graduation

### Queen's University Engineering

Bachelor of Civil Engineering

Graduated May 2010 with honours

## DESIGN SKILLS

- Websites (front-end)
- Products
- Motion graphics
- Videography
- Branding
- Information graphics
- Data visualizations

## SOFTWARE SKILLS

- Illustrator/InDesign/Photoshop
- After Effects/Premier/Audition
- HTML/CSS/JQuery editors
- Excel/Powerpoint/Word
- InVision/Sketch/Figma
- Bootstrap/Wordpress

## HOBBIES & INTERESTS

- Live music
- Ultimate frisbee
- Travel

## CONTACT ME

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