

# Danny Maller.

Senior Graphic Designer · Digital + Print · Brand identity, web, packaging.

EXPERIENCE <b>15+ years</b>	SPECIALTY <b>Digital design</b>	TOOLS <b>Adobe CS · Figma · WP</b>	BASED IN <b>Chicago, IL</b>
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## Designed it. Built it. Launched it.

MARKETING SITE · FREELANCE · 2026

### Ortega Construction

Designed and built a full marketing site for a Chicago-area general contractor — service showcase, filterable project gallery, testimonials, contact form. Solo project from concept to live site, using Claude.ai to handle the development side.

WEB APP · PERSONAL · 2026

### TypeSort

Inventory management web app for letterpress studios. Users catalog moveable type by typeface and point size, then paste copy to instantly check case coverage. Built with Firebase, HTML/CSS/JS.

## Corporate & freelance.

### Pampered Chef — Senior Graphic Designer

2017 - 2026

Partnered with marketing managers to develop multi-channel creative — website layouts, promotional print and digital, monthly product labels — while protecting brand consistency. Designed and coded HTML emails, directed photo for print, and trained new designers and writers. Won 1st place in the annual Hackathon for a "gamified" consultant dashboard that drove leadership to revise sales targets.

### All Campus — Digital Designer

2016 - 2017

Coded HTML/CSS digital assets for higher-education clients on WordPress. Designed print collateral and built email templates in MailChimp and ActiveCampaign. Worked with version control (Mercurial) and managed tasks via Trello.

### Mittera — Digital Designer

2013 - 2016

Led website strategy with clients across healthcare, non-profits, food & beverage, and finance — wireframes, design, and WordPress builds. Created and maintained digital publications, designed direct-mail print pieces, and produced internal branding and animated ad spots.

### Meredith Corp — Digital Designer, Lowe's Creative Ideas

2011 - 2013

Converted print magazine to digital using Adobe DPS. Designed user-centric digital interactions and animations with After Effects. Designed print and digital layouts, illustrated step-by-step DIY instructions, and assisted on photo shoots.

## Tools & craft.

### ADOBE CS

InDesign, Photoshop, Illustrator, After Effects, XD, Premiere Pro

### WEB & UI

Figma, HTML, CSS, JS, Bootstrap, animation

### WORDPRESS

Visual builders, custom fields, child themes, multi-site, Event Espresso

### AI TOOLING

Claude.ai for full-stack web builds, Firebase integration

### PRINT

Book layout, product labels, packaging templates, mailers

### ASSET MGMT

Widen DAM, brand guidelines, SOP documentation

### ACCESSIBILITY

WCAG AAA color contrast, semantic HTML, alt text systems

## Iowa State University

B.F.A. · GRAPHIC DESIGN

May 2012

## Associated Collegiate Press

BEST COVER · ETHOS MAGAZINE

Sex & Love Issue, May 2012

Available upon request.