

DAISY SERAFINI

ART DIRECTOR + GRAPHIC DESIGNER

Award-winning, highly adaptable art director and graphic designer specializing in advertising, marketing, and brand development.

- 👁️ daisyserafini.com
- ✉️ daisyserafini@gmail.com
- 🌐 [linkedin/daisyserafini](https://www.linkedin.com/in/daisyserafini)
- 📍 [petaluma, ca](#)

EDUCATION

MFA in Advertising, Art Direction

ACADEMY OF ART UNIVERSITY
JUNE 2014 → DEC. 2016

KEY TOPICS: Art Direction, Integrated Campaign Development, Marketing Design, Motion Design, Brand Strategy, Social Media

BA in Design, Visual Communication

UNIVERSITY OF CALIFORNIA, DAVIS
SEPT. 2010 → AUG. 2012

KEY TOPICS: Color Theory, Layout Design, Typography, Photography, UX Design, HTML & CSS, Information Design, Sustainable Design

SKILLS

Art Direction	Figma
Graphic Design	Color Theory
Creative Concepting	Typography
Campaign Strategy	Branding
Creative Production	Digital Design
Adobe Creative Cloud	Print Design

WORK HISTORY

Art Director

BARRETT HOFHERR // SEPT. 2021 → PRESENT

- + Over the last two years and counting, across 25+ assignments, I've adeptly adjusted to project needs. I've shouldered responsibilities like designing across diverse marketing deliverables, concepting campaign platforms, and collaborating with in-house and external creative partners, as well as cross-functional team members—all for a range of clients in distinct industries.
- + Drove creative development of an award-winning campaign that launched eBay Refurbished. This integrated campaign consisting of OLV, paid social, and digital banner display significantly boosted business results, increasing action intent by 2x the benchmark and top-of-mind awareness by 83% year over year.
- + Our campaign to launch Meyer Sound's Panther speaker array lead to the company's most successful product launch in over 40 years. In collaboration with my creative directors, I played a crucial role in contributing creative ideas, guiding visuals, designing layouts, and producing dozens of campaign assets
- + **SELECT CLIENTS:** eBay, MIXT, Special Olympics, Bitly, Yahoo! Finance, California Coastal Commission, Pipette, Kustomer, Attentive, Meyer Sound

Art Director & Designer (prev. Junior Creative)

ELEVEN INC. // JUNE 2017 → SEPT. 2021

- + Skillfully adapted to project needs across 50+ assignments, tackling responsibilities such as campaign concepts, designing layouts for various brand communications and style guides, and collaborating with internal and external creative partners such as copywriters, creative directors, illustrators, photographers, and editors.
- + Key member of the core creative team for Electrify America, a Volkswagen subsidiary and \$2 million account for the agency. In a 2-year span, I handled diverse tasks including campaign concepting, brand development, digital and print layout design, and working with partners like copywriters, photographers, and marketers.
- + More than 4 years of experience working on Dignity Health, a healthcare brand all about humankindness. I collaborated with cross-functional teams over the course of 20+ projects and initiatives, including large integrated campaigns, style guides, content series, events, paid and organic social, and more.
- + **SELECT CLIENTS:** Samsung, Kraken Rum, Dignity Health, Electrify America (Volkswagen), Getaround, Fujitsu, Helix, Cadre, Kleiner Perkins