
DANIELLE MACINDOE

| daniellemacindoe@gmail.com

BROOKLYN | daniellemacindoe.com | plumager.com

SKILLS

DIGITAL MEDIA

- Photoshop
- Illustrator
- InDesign
- Ned Graphics
- Bridge
- Flash
- Dreamweaver
- Wordpress
- Photo Retouching
- Digital photography
- Microsoft Office
- Generation Digital
- Tech packs
- PLM
- Familiar with HTML, CSS

TRADITIONAL MEDIA

- Drawing
- Painting
- Sketching
- Collage
- Pattern tiling
- Printmaking
- Garment construction
- Sewing
- Textile Dying
- Embroidery
- Weaving

ADDITIONAL SKILLS

- Excellent problem solver
- Exceptional communication skills (verbal SAT 780)
- Deadline oriented
- Strong conceptualization
- Able to prioritize and efficiently manage multiple assignments
- Committed to upholding best practices
- Willing and competent mentor
- Maintains awareness of industry trends,
- Operates with precision, speed and accuracy

EDUCATION

PARSONS SCHOOL OF DESIGN | NEW YORK

Bachelor's in Fine Arts, Illustration

FASHION INSTITUTE OF TECHNOLOGY | NEW YORK

Professional Studies Coursework - Textile Fabrication, Dyeing and Finishing, Creative Licensing and Legal Contracts, E-Commerce and Ned Graphics

RHODE ISLAND SCHOOL OF DESIGN | PROVIDENCE

Professional Studies Coursework - Web Design

OTHER ACTIVITIES

ADOBE CERTIFIED EXPERT | Illustrator CC

PROFESSIONAL ADOBE TUTOR

Instructs in Illustrator, Photoshop, and InDesign for high school to adult students beginner to advanced

FREELANCE GRAPHIC ARTIST

Extensive experience working both remotely and in-house, Background in both print and web based projects, Published children's book illustrator

PLUMAGER, INC.

Newly formed business venture to license original textile and surface designs to the fashion and home industries, Custom designs as well as non-exclusive

WORK EXPERIENCE

JACLYN APPAREL | NEW YORK, NY

CAD/TEXTILE DESIGNER | MARCH 2018 - PRESENT

- Produces original repeating textile designs for sleep and lounge wear
- Prepares new colorways from existing artwork, working closely with merchandising director
- Creates and revised flat garment sketches and arranges line sheets for buyer meetings
- Calibrates new spot colors from provided swatches using spectrometer
- Sources new inspiration from current and emerging trends
- Responsible for special print treatments such as sublimations and engineered prints
- Coordinates with sales team to enact quick revisions

RTR PACKAGING COMPANY | NEW YORK, NY

GRAPHIC DESIGNER | MAY 2012 - FEBRUARY 2014 | MAY 2017 - PRESENT

- Solely responsible for the graphics and production of luxury retail gift packaging
- Product development including design, graphics, sourcing materials, and fabricating samples
- Product photography, retouching, technical drawings
- Advertising and marketing from initial concept to final execution, including digital, print and social media
- Implemented new streamlined catalogs and price books

PANTIES PLUS INC. | NEW YORK, NY

GRAPHIC ARTIST/CAD DESIGNER | AUGUST 2015 - JULY 2016

- Responsible for approximately 30% of original surface pattern designs in production while working in a team of 12 designers
- Collaborated on seasonal CAD presentations for buyers
- Designed for in-house, licensed and private label accounts
- Created flat garment sketches from samples and photos
- Established the color palette, signature print and body styles for many successful intimates collections
- Designed and adjusted garment packaging

AÉROPOSTALE | NEW YORK, NY

FREELANCE PRODUCTION ARTIST | APRIL 2015 - JULY 2015

- Conducted seasonal market research, and compiled trend reports and mood boards
- Created original placement graphics and surface designs
- Attended creative meetings
- Prepared graphic files for production and uploaded all files to factory through PLM
- Tech pack and bill of materials
- Adjusted artwork according to guidance from art director

ADJMI APPAREL GROUP | NEW YORK, NY

GRAPHIC ARTIST/CAD DESIGNER | AUGUST 2014 - FEBRUARY 2015

- Produced repeat prints, placement graphics, yarn dyes, and embellishment designs for apparel and home goods
- Worked closely with senior designers to create consistent CAD presentations
- Matched colors to Epson printouts
- Selected on-trend color palettes based on market research
- Cleaned and reinterpreted scanned and bought artwork
- Prepared all graphics for tech packs and uploaded to PLM