

contact	value proposition
Salem, MA (703) 625-5342 livdantzler@gmail.com	Ambitious, multidisciplinary designer fluent in branding, visual storytelling, digital design, and print. I craft exceptional consumer experiences and like to solve problems in dynamic, fast-paced environments. When creativity and technical expertise are integral parts of strategic planning and operations, my ability is to help drive impactful business results.
skills	work history
<div>Adobe CC</div> <div>Illustrator/After Effects/Photoshop/InDesign/Premiere/Acrobat/XD/Firefly</div> <div>Motion Graphics + Video Editing + Photography</div> <div>UX + UI</div> <div>Figma/Wordpress/HTML/CSS</div> <div>Communications</div> <div>Visual/Written/Interpersonal</div> <div>Gen AI Creative</div> <div>Midjourney/Adobe Firefly</div> <div>MS Office</div> <div>Word/Powerpoint</div> <div>Ideation + Problem Solving</div> <div>Creative Strategy</div> <div>Art Direction</div> <div>Project Management</div> <div>Collaboration + Teamwork</div> <div>Print Production + Vendor Partnerships</div>	<div>Graphic Designer - New Balance</div> <div>Boston, MA // Apr. 2025 - Present</div> <div><ul style="list-style-type: none">Storyboarded and edited internal, brand sizzle video for North America campaign launch.Designed print and digital graphics for campaigns across North America visual merchandisingCreated elevations and mockups, delivering full creative plan and files for print production.</div> <div>Lead Brand Designer, Global Communications - Converse</div> <div>Boston, MA // Oct. 2022 - Apr. 2025</div> <div><ul style="list-style-type: none">Led creative direction for global brand activations and events, from delivering visual assets for communications to collaborating with vendor partners on branding.Oversaw content design and branding for the company career site and design team apprenticeship recruitment microsite.Streamlined branding and creative content strategy, producing digital assets for editorial content across channels.Delivered recommendations on creative strategy to team colleagues that improve cross-functional partnerships and ways of working.Managed end-to-end impactful installations and digital displays onsite for brand storytelling and employee activations and events.</div> <div>Graphic Designer - Mission Control</div> <div>Glastonbury, CT // Sept. 2022 - Oct. 2022</div> <div><ul style="list-style-type: none">Designed and edited political campaign direct mailers, leading up to the mid-term elections.</div> <div>Communications and Design Specialist - Salem Sound Coastwatch</div> <div>Salem, MA // 2021 - 2022</div> <div><ul style="list-style-type: none">Managed end-to-end website redesign. Designed visual sitemaps, wireframes, and prototypes with micro-animations in Figma; developed the site on WordPress.Produced email campaigns and social media content, achieving a 23% follower growth and a 141.1% increase in audience reach.Designed year-end appeal mailer and online fundraising campaigns resulting in a 375% increase in donations.Managed fundraising event microsite, digital content, swag, and marketing collateral.</div> <div>Digital Design + Integrated Media Manager - Rofori Corporation</div> <div>Indianapolis, IN // 2019 - 2021</div> <div><ul style="list-style-type: none">Collaborated with junior and senior developers on UX, creating wireframes and prototypes.Produced end-to-end animated explainer videos for product.Managed visual identity, product website, and created content across all channels.</div>
education	off-duty interests
<div>The School of the Museum of Fine Arts at Tufts University</div> <div>Bachelor of Fine Arts (BFA)</div> <div>North Shore Community College</div> <div>Associate Degree (IMD)</div>	Fine Art Painting, Design, Salem Cinema, Fashion, Marine Science, Climate Science, Environmental Stewardship, Cultural Cuisine, Cooking, and General Leisure