

# DANI LANDAU

I am passionate about bringing new thinking and creativity to branding through engaging multi-platform design and experiences.

## EDUCATION

**Parsons School of Design** 2021–2022  
AAS Communication Design

**Boston University** 2014–2018  
BS Communication Film & Television

## SKILLS

Programs: Adobe Suite (InDesign, Photoshop, Illustrator, After Effects, Premier), Figma, Microsoft Office Suite, Keynote, Google Suite, HTML, CSS, Basic knowledge of JavaScript

Languages: English (native) and Spanish (conversational)

## CONTACT

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## PROFESSIONAL EXPERIENCE

### ESTÉE LAUDER COMPANIES

**Amazon Digital Designer & Producer** April 2024 – PRESENT

- Design ready-for-use assets that meet creative requirements as outlined by Amazon and brand teams
- Create designs with a focus on improving the consumer experience, ultimately driving conversion
- Actively participate in the creative process, in order to rapidly execute designs based on feedback and evolving retailer needs
- Collaborate with brand creative teams to co-create guidelines for retailer assets to streamline delivery and enhance quality

### E.L.F. COSMETICS

**Digital Designer**

July 2023 – April 2024

- Create and design engaging social media posts and stories to help drive traffic to the E.L.F. Cosmetics site
- Design promotional imagery for new launches that communicates brand point of view and product benefit
- Assist on photoshoots to ensure stylistic consistency on set and highlight product packaging
- Develop app and web pages based on customer feedback to optimize online retail experience and ease of shopping

### LILLA P

**Freelance Graphic Designer**

Summer 2022 – July 2023

- Design cross-platform email communications to engage consumers with the brand
- Develop visual inspiration for photoshoots that leverage Lilla P's branding
- Shoot, cut, and edit photoshoot footage that showcases Lilla P's products and branding
- Design company web pages to improve UX experience

### ESTÉE LAUDER COMPANIES / BUMBLE AND BUMBLE

**Global Marketing Coordinator**

April 2019 – Aug 2021

- Produced clear, creative, and engaging product and data analysis with recommendations that actively drove the development of marketing strategies.
- Created moodboards and product concepts in partnership with brand creative to support new product pipeline

### SPECTRUM FILMS AT FOX STUDIOS AUSTRALIA

**Digital/Social Intern**

Summer 2017

### ESTÉE LAUDER COMPANIES ONLINE

**Online Intern**

Summer 2016