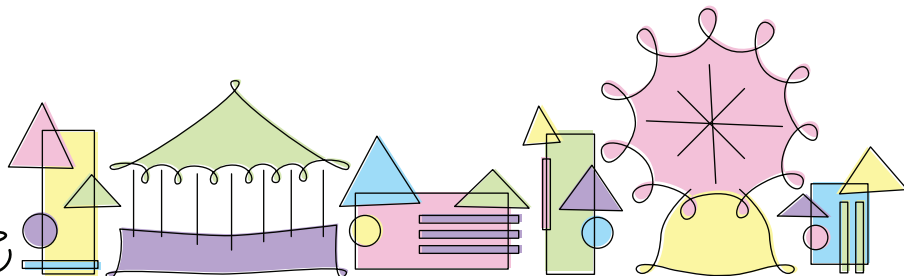


Danielle DePasquale

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EDUCATION:

Seton Hall University Class of 2014 - Bachelor of Arts. **GPA:** 3.9 - *summa cum laude*

Major - Graphic, Interactive & Advertising Design. **Minor** - Fine Arts

EXPERIENCE:

Danielle DePasquale Design, LLC. Graphic & Packaging Designer - January 2024-Current

The Walt Disney Company, Disney Consumer Products - March 2025- Current

Product Design Manager - Accessories

Oversees product development for several licensees for a variety of categories including jewelry, timing, vision, hair accessories, bag charms, pins, etc, through OPA submission review for Disney, Pixar, Tim Burton, & live-action properties. Works with internal and external partners to meet brand guidelines/guardrails and provides feedback to licensees. Onboards new licensees and co-brands, providing extra guidance & collaboration for new collections. Designs trend & collection POV boards across teams to facilitate unified presentations for licensee inspo & pitches.

RockLove Jewelry - April 2024- Current

Designs creative packaging for a variety of licenses including Star Wars, Disney, Naruto, Edward Scissorhands, TMNT and many more with great attention to detail. Also, designs large, full-scale booths for conventions such as Comic Con (SDCC & NYCC) and D23 Expo for licensed collaborations that is eye-catching to attendees

The Morét Group, High Point Design - January 2024-June 2025

Designed specialty packaging for both in-house and licensed brands including Disney, Sanrio, Peanuts, Hallmark and many more for an array of retailers and for every consumer group. Looks at trends to develop fresh packaging that is intentionally designed for fans of each brand. Worked on packaging development from concept to production.

The Walt Disney Company, Disney Parks, Experiences, and Products - June 2022-December 2023

Product Design Manager - Accessories

Oversaw product development for accessories from concept through to production stage for several, high volume licensees by providing detailed feedback in OPA; collaborated with licensees to work toward approved designs ranging from high-end luxury to mass market to specialty co-brands; designed product mock-ups, creative POV boards, and trend inspiration decks; worked with both internal and external partners to ensure products met brand standards; kept up with trend research to ensure designs remained fresh; and contributed to designs for both product and packaging.

Freelance Graphic Designer - February 2015-June 2022

The Morét Group, High Point Design - New York, New York. June 2017-June 2022

Designed packaging for several licensed brands, including Disney, Universal, Warner Brothers, Nintendo & many more; created packaging across all consumer targets, as well as seasonal for various retailers; easily handled multiple ongoing projects, including many confidential properties; completed licensor design approvals from concept to final production.

Andrews + Blaine, LLC: Designed stationery, gift, and home office concepts for private-label collections.

Horizon Group, USA - Warren, New Jersey. October 2015-December 2016

Created tween-inspired designs to be used on activity kit product components, such as stationery sets, stickers, scrapbook sets, journals/notebooks, etc.; designed components for licensed activity kits using style guides; balanced several projects while maintaining deadlines; and participated in trend research to create fresh, trending artwork

Sara Kety Baby & Kids, LLC: Created graphics/illustrations for baby onesies & children's apparel with a sense of humor.

The Walt Disney Company, Disney Consumer Products - Glendale, California. June 2014-January 2015

Undergraduate Associate Graphic Designer, Central Creative - Packaging Design & Branding

Designed packaging concepts for hardlines & softlines, created assets for packaging style guides, designed logo and marketing style guide for "Minnie Rocks the Dots" campaign, consulted with designers to meet branding standards, reviewed OPA packaging submissions, & worked with licensees toward approved packaging designs

Mattel, Fisher-Price - New York, New York. September 2013-December 2013

Graphic Design Intern - Packaging Design

Designed packaging graphics for various preschool character brands; laid out mechanicals; created package mock-ups; balanced multiple projects & consulted with designers to meet requirements.

SKILLS:

- * Thorough knowledge of Adobe Illustrator, Photoshop, & Acrobat
- * Strong use of color, typography, illustration, patterns and having fun
- * Proficient in digital photography and using a DSLR camera

- * Enjoys staying up-to-date with evolving design trends
- * Learns quickly and is adept to new tasks
- * Strong verbal and written communication skills