

# Daniella Cicirello

## Graphic Designer

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### Professional Summary

Graphic designer with experience creating branding, print, and digital assets for freelance clients and personal projects. Passionate about developing intentional, visually cohesive, user-centered design that communicates clearly and connects with audiences.

### Freelance Projects

#### Freelance Graphic Designer

WILLIAM'S MARBLE POLISH INC.

December 2025-June 2026

- > Developed a cohesive brand identity and marketing collateral, including a brochure, business card, website, to support a consistent visual presence across print and digital platforms.
- > Developed polished mockups and production-ready assets while maintaining brand consistency and attention to detail.
- > Managed and maintained digital brand presence and organized visual assets for online marketing and client visibility on Instagram, LinkedIn, and Facebook.

#### Print-on-Demand Store Owner

REDBUBBLE

July 2019-Present

- > Created original artwork that was adjusted and uploaded to RedBubble for sale.
- > Published mockups on Pinterest to advertise.

### Education

#### Bachelor of Arts, Graphic Design & Media Arts

SOUTHERN NEW HAMPSHIRE UNIVERSITY

March 2025-July 2026 | GPA: 4.0

- > Dean's List

#### Bachelor of Arts, Psychology

FLORIDA INTERNATIONAL UNIVERSITY

May 2021-December 2023 | GPA: 3.9

- > Dean's List
- > Member of Phi Beta Kappa Honor Society

Portfolio  
cicirellocreative.com

Phone  
305-582-6430

Email  
cicirellocreative@gmail.com

LinkedIn  
www.linkedin.com/in/cicirellocreative

### Skills

#### Software

Illustrator  
Photoshop  
InDesign  
Figma  
Canva  
WordPress  
Basic HTML/CSS  
Social Media

#### Professional

Client communication  
Team collaboration  
Project management  
Attention to detail  
Problem solving  
Adaptability  
Intermediate Spanish

#### Design

Design principles  
Design thinking & ideation  
Branding & logo design  
Typography  
Color theory  
Layout  
Responsive web design  
Print design  
UI design  
Accessibility  
Prototyping  
Asset delivery  
Target audience research  
Competitor analysis