

DANIELLE LEAVY

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CAREER PROFILE

8 years of design, visual display and styling expertise, with a comprehensive understanding and exposure to e-commerce, retail, editorial, advertising, and interior design. Combines strong business acumen and attention to detail to develop and bring creative ideas to market. Trained in photographic techniques and capturing lifestyle environments, with proficiency in Adobe CS. Professional highlights include:

- Created a successful interior design business from the ground up that generated press in notable industry publications including Domino, Wholeliving, and Design Sponge.
- Selected by Sunset Magazine to represent design in the Northwest, December 2011.
- Panelist for the 2010 Benjamin Moore Northwest Color Palette conference in Seattle WA.

EDUCATION

MFA, Interior Design, PARSONS THE NEW SCHOOL FOR DESIGN 2010
BA, Art History, SAN FRANCISCO STATE UNIVERSITY 2002

PROFESSIONAL EXPERIENCE

Visual Display Manager (Freelance), ANTHROPOLOGIE, New York, NY 2011 – 2012
Interpreted and integrated overall corporate image in designing, constructing, and installing original visual window displays and large thematic in-store installations.

- Self-directed multiple installations, working with teams to incorporate direction from management.
- Created spreadsheets outlining material costs and project timelines.
- Directed and delegated workflow among a team of interns.

Surface Design Consultant, FREELANCE, Seattle, WA 2009 – 2012
Collaborated with multiple designers including Lily O'Brien and Aspyre Design in transitioning designs to wallpaper and textiles for commercial production.

- Art directed photo shoots including set design, arrangement, and styling.
- Advised on interior design trends, consumer habits, and marketing strategies.
- Delivered cost analysis reports on print houses, paper suppliers, and printing and delivery methods.
- Promoted collection launches to magazine editors, bloggers, distributors, and public.

Owner, Art Director, ASPYRE DESIGN, Seattle WA 2007 – 2011
Leveraged printmaking background in advising clients on spatial design and aesthetic as a boutique distributor of wallpaper and home decor. Represented more than 20 international wallpaper designers including ferm Living, Madison & Grow, Nama Rococo, and Flavor Paper.

- Curated exclusive designer print collections, seeking out new artists from around the world through tradeshows and industry events.
- Planned, produced, and led photo shoots for product and lifestyle campaigns.
- Served as a liaison between clients, designers, printers, and installation vendors.
- Transitioned a physical storefront into an e-commerce site incorporating the visual retail narrative.

Visual Merchandiser, THE RECYCLERY, Portland, OR 2005 – 2007
Developed floor plans and display environments, tasked with product styling for in-store displays and e-commerce site. Merchandised multiple category tables, as well as brand and product destination areas. Scheduled and coordinated creative team meetings to outline weekly goals and visual plans.