
DANYLLE LEONARD

GRAPHIC DESIGNER + DEVELOPER + EDUCATOR

📞 616.498.0444

@ Danylle.Leonard@gmail.com

📍 Grand Rapids, MI

SUMMARY

Innovative and versatile designer and developer with over a decade of expertise in accessibility, UX/UI design, and creative direction. Adept at creating visually compelling and human-centered designs that prioritize inclusivity and usability.

With a strong foundation in graphic design, website development, and brand strategy, I specialize in delivering impactful, socially responsible digital solutions. I'm now accepting new clients.

WORK EXPERIENCE

2024

UX/UI DESIGNER & DEVELOPER

Mays Multimedia | Detroit (Remote)

Designed and developed accessible, user-friendly WordPress websites tailored to client branding and audience needs. Ensured WCAG compliance and enhanced user engagement through intuitive, responsive design.

Key Achievements:

- Developed dynamic, responsive websites using Elementor, WP Bakery, and custom HTML/CSS/JavaScript.
 - Redesigned order forms to simplify the process for non-tech-savvy clients, improving conversion rates.
 - Conducted rigorous cross-platform testing with BrowserStack, ensuring seamless performance across devices and browsers.
 - Optimized website assets, reducing file size by 200% and significantly improving load times.
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2022-2023

SENIOR PROJECT COORDINATOR

Reagan Marketing | Grand Rapids, MI

Revamped the agency's digital operations, ensuring efficient project execution, budget compliance, and alignment with SEO and accessibility best practices.

Key Achievements:

- Led Agile-driven projects, enhancing team collaboration and delivery timelines.
- Implemented WCAG-compliant accessibility features, including alt tags and audits for inclusive digital experiences.
- Utilized Google Analytics and Tag Manager to refine website performance and boost engagement.
- Streamlined remote workflows, improving cross-functional communication and operational efficiency.
- Transformed customer relations, successfully resolving client concerns and fostering positive long-term relationships.

2019-2022

ADJUNCT PROFESSOR

Grand Valley State University

Department of Visual & Media Arts

- **Introduction to Graphic Design** – Introduced students from various disciplines to Adobe Photoshop, Illustrator, and InDesign.
- **Professional Preparedness** – Guided seniors in developing personal brands, resumes, and online portfolios while connecting them with internships and job opportunities.

Kendall College of Art and Design

First-Year Program & Digital Art

- **Introduction to Color Theory** – Equipped students with fundamental principles of color for print and digital media.
- **Introduction to Typography** – Provided essential training in typography, composition, and design application.

Kendall College of Art and Design

Design Department

- **Introduction to Web Design** – Instructed students in WordPress development, guiding them through the creation of their own portfolio websites.
- **Digital Imaging I** – Taught essential skills in digital design, photo editing, and preparing images for web and print.

Muskegon Community College

Graphic Design Department

- **Introduction to Graphic Design** – Covered foundational design principles, digital vs. print media, and Adobe Photoshop and Illustrator applications.

2016-2019

SENIOR DIGITAL DESIGNER

Greatand Corporation

Strengthened brand consistency across four internal brands, elevating engagement through strategic digital marketing, email campaigns, and accessible web design.

Key Achievements:

- Designed responsive, user-centered web experiences and email campaigns reaching Fortune 500 clients.
- Conducted market research, contributing to a 100% year-over-year increase in direct orders.
- Created impactful digital illustrations and graphics for web, email, and social media.
- Led a record-breaking 2017 Annual Campaign, doubling sales by reminding customers to order tax supplies before the deadline.

2017-c

FOUNDER / DESIGNER / DEVELOPER

Dani Leonard Designs

Provided end-to-end WordPress development and branding services, optimizing clients' digital presence and user engagement.

Key Achievements:

- Designed social media graphics that amplified brand reach and visibility.
- Maintained consistent brand identity across digital platforms, reinforcing recognition and engagement.
- Diagnosed and resolved complex WordPress issues to enhance performance.
- Provided CMS customization and optimization strategies for efficiency.
- Developed WordPress websites that improved digital visibility and audience interaction.

2014-2015

SENIOR CREATIVE DESIGNER

Advanced Local / MLive Media Group

Directed high-profile design projects, leading a team of WordPress designers and developers to deliver premium digital experiences.

Key Achievements:

- Created and optimized email marketing templates for better engagement.
- Trained team members on WordPress and Mixpo tools to boost efficiency.
- Developed targeted campaigns for high-value clients, enhancing ROI.

2013-2014

MULTIMEDIA DESIGNER

Advanced Local / MLive Media Group

Executed large-scale multimedia design projects, ensuring high production quality in digital and print assets.

Key Achievements:

- Designed and animated digital ads using Adobe Creative Suite.
- Applied motion graphics to increase audience engagement.
- Developed branded print and digital layouts aligned with corporate identity.

EDUCATION

2020-2022

MASTERS OF FINE ARTS

Full Sail University, Online

Media Design

GPA: 3.8

2018-2019

BACHELORS OF FINE ARTS

Full Sail University, Online

Graphic Design

GPA: 3.9 | Graduated with Honors

2009-2014

BACHELORS OF SCIENCE

Central Michigan University

Advertising and Graphic Design

COMMUNITY

2018-c

LADIES, WINE AND DESIGN: GRAND RAPIDS

Founder & President

2017-c

AIGA: GRAND RAPIDS

General Member

2016

CODE FOR GOOD WM

General Member, Developer

2014

LOCALSFIRST

Participating Business

2010-2012

AIGA: DETROIT

General Member

Adobe & Digital Design

Proficient in Adobe Creative Cloud, including Photoshop, XD, Illustrator, InDesign, Dreamweaver, Express, Lightroom, After Effects, Premiere Pro, and Audition. Experienced in creating high-impact visuals, digital illustrations, UI/UX mockups, and video/audio editing for dynamic digital experiences.

Graphic Design & Branding

Specializes in emotive branding rooted in research, crafting compelling visual identities that resonate with target audiences. Ensures brand consistency across digital and analog platforms, integrating cohesive design elements in print, web, and marketing materials. Focused on accessibility and user experience, making designs inclusive for all audiences. Committed to custom, hand-crafted artwork, avoiding stock imagery to create original and meaningful brand assets.

Google & Analytics

Expert in Google Analytics, Google Tag Manager, Google Workspace, and Google Optimize, utilizing data-driven insights to enhance website performance, user engagement, and SEO strategy.

WordPress & CMS Development

Skilled in Elementor, WPBakery, Yoast SEO, WPEngine, WooCommerce, WP Mail SMTP, MemberPress, Beaver Builder, WPForms, Oxygen Builder, Brizy, and advanced WordPress customization. Experienced in Shopify, Stripe, Square, and PayPal integration to streamline e-commerce solutions and user transactions.

Front-End & Web Development

Strong background in CSS/HTML, Java, React, Vue.js, Angular, Bootstrap, and custom web solutions. Experienced in Squarespace, Wix, Weebly, and Amazon Web Services for hosting and cloud-based solutions. Passionate about clean code, responsive design, and cross-platform testing with BrowserStack to ensure optimal user experience.

UX/UI Design & Prototyping

Proficient in Figma, Sketch, Framer, Miro, and Zeplin for wireframing, prototyping, and user experience design. Adept at creating intuitive, accessible, and visually compelling digital interfaces.

Email Marketing & Automation

Experienced in MailChimp, Constant Contact, and ActiveCampaign for designing high-converting email marketing campaigns that drive engagement and sales.

Accessibility & Compliance

Dedicated to WCAG and ADA compliance, implementing inclusive design practices that provide equal access to all users. Skilled in AccessiBe for automated accessibility solutions.

Project Management & Collaboration

Strong leader in Agile and Scrum methodologies, managing workflows with tools like Slack, Asana, Monday, Basecamp, and Workamajig. Experienced in cross-functional collaboration, remote team management, and efficient project execution.

RESOURCES

MAIN WEBSITE

DaniLeonardMFA.com

NEW CLIENT WEBSITE

Danylle.Online

BEHANCE

[/danileonard](https://www.behance.net/danileonard)

LINKEDIN

[/in/danylleleonard/](https://www.linkedin.com/in/danylleleonard/)

CONTACT

PHONE

616.498.0444

EMAIL

Danylle.Leonard@Gmail.com

CALENDLY

[/danileonard/](https://calendly.com/danileonard/)

CONTACT FORM

[/contact](#)