

danielle blue

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EDUCATION

Enterprise Design Thinking

IBM, 2022

EDGE Leadership Cohort

T. Rowe Price, 2019

Investment Foundations

CFA Institute, 2018

BFA, Graphic Design

Towson University, 2012

VOLUNTEER

Seamstress

House of Ruth, 2019–Present

Art Teacher

Art with a Heart, 2014–Present

Volunteer Committee

T. Rowe Price, 2017–2019

Layout Designer

Word on the Street, 2012

SKILLS

Adobe Creative Suite

Art Direction

Brand Strategy

Concept Design

Creative Direction

Data Visualization

Figma

Microsoft Office

Project Management

Storyboarding

EXPERIENCE

VP, Art Director, Global Brand Marketing

T. Rowe Price, 2019–Present

- Interim creative director: manage a team of five creatives, collaborate in shaping the global brand strategy, develop department goals that align to business priorities, plan and oversee custom photo and video shoots, and lead design direction from ideation through delivery to enhance the brand and reputation of the firm in collaboration with our editorial, video, and business partners.
- Establish and govern global brand standards and visual systems using design thinking principles and user research data that align with strategic business priorities and digital best practices.
- Participate on the core team with senior managers across the firm to redefine and activate the firm's brand strategy, brand expression, and associate value proposition.
- Evolve our brand strategy to be accessible (WCAG compliant), and digital-first through planning, documentation, and leading a series of data-driven workshops and multi-segment/region focus groups.
- Consult and collaborate with our global business partners across the U.S., EMEA, and APAC to ensure our creative strategies align and support all of our global marketing priorities.
- Execute directly or provide creative and/or art direction over multi-segment and channel ad campaigns. Develop or oversee development of segment tool kits to ensure campaign success.
- Project manage and partner with our c-suite executives to develop data-heavy presentations for our board of directors and management committee as well as communications to the end investor.
- Develop brand health dashboards that present our brand health metrics in a more actionable format.
- Member of the firm's PRIDE advisory group to ensure a safe and equitable work environment for our LGBTQ+ community.
- Completed an 8 month rotation with our employer brand marketing team focused on assisting the development of a GUID tracker and content strategy that targets current and prospective associates.

Information Designer, Enterprise Creative

T. Rowe Price, 2015–2019

- Lead data visualization efforts for the firm through presenting opportunities, documenting and sharing best practices, identifying themes, mentoring junior designers, consulting and building alliances across business units, and training teams.
- Collaborated with analysts and business partners to translate complex data into cohesive, digestible data visualizations and infographics delivered through a variety of channels to diverse audiences.
- Developed interactive user personas based upon research data.
- Identified digital storytelling platforms, conducted platform testing, and managed the vendor procurement process.
- Designed a variety of print, digital, and animated/video collateral for events, advertisements, branding, digital applications, and interactive web tools.
- Identified an opportunity to streamline our digital banner ad creation through the development of an automated template which resulted in a 35% efficiency gain.

Graphic Designer/Project Manager

Dever Designs, 2013–2015

- Designed and developed web properties, WordPress templates (CSS, HTML, Java), information architecture, and leveraged SEO best practices. Monitored performance through Google Analytics to inform and drive digital strategy.
- Developed and evolved brand identities for a variety of non-profit organizations and industries.
- Designed publications and oversaw all aspects of production and client management.

Graphic Designer

Galley Creative Group, 2012–2013

- Developed brand campaigns and evolutions for a variety industries (food, fitness, apparel, film.)
- Utilized a variety of digital publishing platforms and CMSs to create eBooks and digital publications.