



**Danielle Mai**

1547 Palos Verdes Mall, #109  
Walnut Creek, CA 94597  
925.787.8666  
dmai@bananacreative.com



**Graphic Design and Marketing Professional**

Bring together strategic vision, business insight, and creative talent to deliver high-impact print, digital and promotional marketing initiatives.

**CORE STRENGTHS**

- Branding/identity
- Brand guidelines/management
- Conceptual, creative vision
- Full, life-cycle project management
- Print design/production
- File preparation/pre-press
- Budget/cost control
- Trade show/corporate events
- Digital file archives
- Adobe Photoshop, Illustrator, InDesign
- Typography
- Sophisticated, original graphic design
- Staff, vendor, consultant relationships
- Multi-project, team environment
- Attention to detail
- Senior-level presentations
- Internal/external communications
- Website design/usability

**EXPERIENCE**

**Sr. Designer & Principal** for Banana Creative (2000 to present)

Own and operate a design firm that creates targeted print and web-based marketing tools for a variety of B2B and B2C clients. Key projects include branding/identity, collateral, direct mail, advertising, signage, internal/external events, websites, and email marketing campaigns.

*Key Achievements:*

- Implement creative, produce, manage team and project life cycle for multiple contracts while meeting a strict turnaround schedule.
- Maximize ROI by managing strong relationships with internal clients and third-party consultants and vendors, such as printers, writers, and developers.
- Designed, produced, and managed a direct marketing campaign that received a 15% response rate, the highest in client's history.

*Select clients:*

- Alameda Power & Telecom
- City of Livermore
- E & J Gallo
- Fremont Bank
- Genentech, Inc.
- Holiday Inn Express
- Irwin Financial
- Morgan Stanley
- SafeAmerica Credit Union
- The PMI Group, Inc.

**Select clients:**

- Alameda Power & Telecom
- City of Livermore
- E & J Gallo
- Fremont Bank
- Genentech, Inc.
- Holiday Inn Express
- Irwin Financial
- Morgan Stanley
- SafeAmerica Credit Union
- The PMI Group, Inc.

**Industry experience:**

- Building/Development
- Consulting
- Education
- Engineering
- Environmental
- Financial
- Government
- Healthcare
- Hospitality/Travel
- Insurance
- Manufacturing
- Petroleum/Bio Energy
- Property Management
- Retail
- Technology/Software
- Utility/Municipal

**Technical Skills:**

- Adobe Acrobat
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Microsoft Office
- Printing/Pre-press



**Danielle Mai**

1547 Palos Verdes Mall, #109  
Walnut Creek, CA 94597  
925.787.8666  
dmai@bananacreative.com



**Select clients:**

- Alameda Power & Telecom
- City of Livermore
- E & J Gallo
- Fremont Bank
- Genentech, Inc.
- Holiday Inn Express
- Irwin Financial
- Morgan Stanley
- SafeAmerica Credit Union
- The PMI Group, Inc.

**Industry experience:**

- Building/Development
- Consulting
- Education
- Engineering
- Environmental
- Financial
- Government
- Healthcare
- Hospitality/Travel
- Insurance
- Manufacturing
- Petroleum/Bio Energy
- Property Management
- Retail
- Technology/Software
- Utility/Municipal

**Technical Skills:**

- Adobe Acrobat
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Microsoft Office
- Printing/Pre-press

**Sr. Designer & Manager** for The PMI Group, Inc. (1994 to 2000)

Designed, produced, and managed print and web marketing programs for the third largest mortgage insurer in the United States. Initiatives consistently expressed the corporate brand, and supported corporate and national sales offices. Led an in-house team of (3) creative staff, along with managing multiple vendors and consultants.

*Key Achievements:*

- Streamlined internal processes for submitting projects to the in-house creative group.
- Forged new relationships with printers, illustrators, and photographers.
- Designed, produced, and managed printing for a targeted, promotional campaign that received a 12% response rate, came in 5% under budget, and was extended for 6 months due to success.

**TECHNICAL SKILLS**

Acrobat, Illustrator, InDesign, Photoshop, basic HTML, MS Office. Best practices for offset, web, digital, flexographic, lenticular, letterpress and screen printing.

**EDUCATION**

University of California at Davis, Bachelor of Science in Graphic Design  
Ongoing workshops and training

**AFFILIATIONS**

- Bay Area Graphic Design Professionals
- CommArt Network
- Print Buyers' Group of Northern California
- Printing Industries of Northern California
- Women in Consulting

**CERTIFICATIONS**

- Certified, Women-owned Business Enterprise, State of California
- Certified Bay Area Green Business

**LINKS**

- Portfolio** [http://www.bananacreative.com/ClientUploads/dm\\_port3.pdf](http://www.bananacreative.com/ClientUploads/dm_port3.pdf)
- Company Website** <http://www.bananacreative.com/>
- LinkedIn Profile** <http://www.linkedin.com/in/daniellemai>
- Twitter Page** <http://twitter.com/daniellemai>