

# Dayna Kriger



CREATIVE VISIONARY & ENTREPRENEUR

Hi, I'm Dayna! I'm an outgoing girl with endless creative visions. I'm experienced in graphic design with a diverse background in branding and social media across various industries. My organization skills are superb. I have a flare for bringing out the best in any client's vision. No problem is too hard for me to solve! I love challenges.



## EXPERIENCE

### DAYNA SHAY DESIGNS

FOUNDER | 2011 - Present

Art directed, developed and designed a wide variety of graphics for webpages, emails, marketing collateral (both digital and print) and overall branding. Maintained each individual company's integrity while creating cohesive work to further overall marketing and brand awareness.

Brands include (but not limited to): Ulta Beauty, TRX, Fannie May Chocolates, Chanel, Tencent, GCM Grosvenor, Marcus and Millichap, Chicago Public Schools

### BUBBLING BRIDES

FORMER FOUNDER & CEO | 2016-2018

Built a bridesmaid dress e-commerce company from the ground up including web design, business development, branding, financial planning, and full management (with two employees).

Sold the business in January 2018 to a wedding industry veteran with over 15 years experience.

### ECHO DESIGN GROUP

DESIGNER | 2013-2015

Manage product development cycle across 15+ brands (including Nordstrom, Guess, Anthropology, Stella and Dot, Ann Taylor and more) in multiple product categories.

Used Adobe to design original prints, mockups, tech packs and graphics.



## SKILLS & EXPERTISE

### PROGRAMS

- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator
- Powerpoint
- Wordpress
- Squarespace
- Shopify
- Mailchimp
- Facebook
- Instagram
- LinkedIn

### AREAS OF EXPERTISE

- Art Direction
- Graphic, Infographic & Powerpoint Design
- Brand Development & Strategy
- Web & Email Design
- Social Media Marketing
- Digital Marketing
- Creative Problem Solving
- Excellent Communication

## EDUCATION

### SYRACUSE UNIVERSITY

2011

College of Visual and

Performing Arts,

Bachelor of Fine Arts in Design

Martin J. Whitman School of

Management

Minor in Retail Management

and Communication

Milestone

## HONORS

### NOVEMBER 2020

Designs on Nasdaq Tower,  
Times Square, New York

### JUNE 2016

Featured in  
Modern Luxury Chicago

### MAY 2011

Summa Cum Laude

### AUGUST 2007 - MAY 2011

Honor Society of Phi Kapp Phi

### AUGUST 2007 - MAY 2011

Syracuse University  
Chancellor's Scholar

## INTERESTS

- Fashion
- Baking
- Dance
- Rollerblading
- Traveling



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