



# DANNY LACASSE

## Graphic Designer

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Wilmington, NC  
dannylac.com

## EDUCATION

B.A.  
Digital Arts  
University of North Carolina  
Wilmington (2020-2024)

## SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe Premiere  
Adobe After Effects  
Adobe InDesign  
HTML/CSS

## WORK EXPERIENCE

### N2 Company | Ad Design Intern

2024

- Designed custom ads for diverse businesses, maintaining brand standards, with 75% of ads instantly approved by clients.
- Increased daily output from 8 to 50 ads, improving ad approval accuracy from 89% to 96% by implementing thorough quality checks.

### N2 Company | Creative Success Intern

2023-2024

- Managed review stages of N2 publications, handling 70+ annotations per publication, and reorganized content to meet business requests.
- Coordinated directly with area directors, completing 5-6 publications daily, ranging from 20 to 60 pages, while preventing ad conflicts.

### W.A.T.F. | Social Media Manager

2021-2023

- Grew social media engagement by 70%, expanding follower count by 120% across platforms, while launching and managing the brand's TikTok.
- Designed all social media content, including photography, videography, and copywriting, ensuring consistent weekly posting and influencer collaboration.

### Dannylac.com | Freelance Designer

2017-Present

- Grew social media engagement by 70%, expanding follower count by 120% across platforms, while launching and managing the brand's TikTok.
- Designed all social media content, including photography, videography, and copywriting, ensuring consistent weekly posting and influencer collaboration.

### GoRunUsa | Design Intern

2017

- Created marketing decals for company vehicles using Adobe Illustrator, contributing to the company's advertising and branding efforts.
- Collaborated with supervisors and team members, gaining foundational experience in both design and merchandise production.