



Isabella Daniel

Visual Designer

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Experience

Graphic Designer (Freelance)

Oakland, CA {January 2025 – Present}

- Designs visual assets across brand identity, web, social media, print, and marketing for small businesses and independent clients.
- Develops cohesive brand identities including logos, color palettes, typography, and supporting visual elements.
- Designs and builds responsive websites that align with each client's brand and visual identity.
- Collaborates directly with clients throughout the creative process, from initial concepts and strategy through revisions and final delivery.

Social Media Manager (Contract)

The Hot Room at Zoo Health Club – Boynton Beach, FL {March – August 2025}

- Managed Instagram presence for heated exercise studio The Hot Room inside Zoo Health Club.
- Designed The Hot Room logo to establish brand identity.
- Planned, filmed, and edited short-form video content.
- Designed promotional and informational content including social graphics, flyers, and carousel posts.
- Participated in weekly marketing meetings to align content strategy with campaign goals.
- Analyzed Instagram performance to inform content strategy and design decisions.

Household Manager & Childcare Provider (Self-Employed)

Bay Area, CA {June 2022 – January 2023; October 2023 – September 2025}

- Provided childcare and household management for multiple families.
- Managed daily household tasks including scheduling, meal prep, errands, and general household organization.

Environmental Specialist I

Florida Department of Agriculture and Consumer Services

Delray Beach, Florida {February – July 2023}

- Supported fruit fly detection by building and servicing traps to help protect Florida's agricultural industry.
- Conducted plant pest detection surveys in agricultural and residential areas using approved sampling methods.

Education

University of California Berkeley

Berkeley, CA {January 2025 - May 2026}

- Professional Program in Graphic Design (UC Berkeley Extension)
- Relevant Coursework: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Typography, UI Design, and Website Design
- Additional coursework: Strategic Content Planning (UC San Diego Extension)

University of Redlands

Redlands, CA {April 2022}

- B.S. Environmental Science
- Minors: Spanish; Spatial Studies
- GPA: 3.79
- Dean's List (2018-2022)

Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Figma
- Framer
- Canva
- Digital Content Design
- Content Creation
- Short-Form Video Editing
- Premiere Pro
- CapCut
- HTML + CSS
- Social Media Analytics
- Time Management
- Organization
- Spanish (Professional Working Proficiency)