

DANNA KROUHAM

MULTIDISCIPLINARY DESIGNER



New York, NY



917 669 4649



dannakrouham.com



dkrouham@sva.edu



Danna Krouham

EDUCATION

MFA PRODUCTS OF DESIGN

School of Visual Arts
New York, NY

Fall 2019 – Spring 2021

B.A INDUSTRIAL DESIGN

Universidad Iberoamericana
Mexico City, Mexico

Spring 2013 – Fall 2016

SKILLS

Sketch, Prototype, Graphic Design, Product Design, UI/UX, Branding, Marketing Strategy, Management, Visual Systems Modeling

SOFTWARE

Figma, Sketch, XD, Illustrator, Photoshop, Premiere Pro, Lightroom, Microsoft Office, Keynote, Wix, Shopify, Squarespace

LANGUAGES

Spanish (Native)
English (Fluent)

EXPERIENCE

SUMMER DESIGN STUDIO INTERN / CO-TEACHER

Publicolor, New York City, NY / June 2020 - August 2020

Youth development program that involves disengaged students through a continuum of design-based programs that mentor them for personal and professional success.

- Co-taught Summer Design Studio to 45 students aged 12-20 through the platforms of design and Design Thinking.
- Designed and built a website showcasing the work of 100 students to be shared with staff, funders, and guests during the final presentation.
- Guided students to create an extense body of work to address the social platform of their choosing through powerful design.

MARKETING COORDINATOR

Vita Plenus, Mexico City, Mexico / June 2018 - August 2019

Mexico's leading health clinic in the practice of Functional Medicine, medical education and social commitment.

- Coordinated marketing team and in-house staff to ensure projects got done within time and budget.
- Created and managed projects aimed at nationwide brand growth and awareness, education, and social impact.
- Designed and executed marketing strategies, websites re-design, CRM initiatives and in-house operations manuals.
- Built a new informative and educational website with an upgraded user interface resulting in a 40% increase in client conversion.

CO-FOUNDER / CEO

All Bets Are Off / December 2017 - Present

Empowering people's spirits and diversity through jewelry (IG @allbetsareoff_).

- Design, prototype, and deliver drafted blueprints to our production house.
- Iterate through delivered prototypes by testing the target market and working closely with the production house to ensure quality.
- Manage brand accounting.

CO-FOUNDER / CREATIVE DIRECTOR

Estudio Simetría, Mexico City, Mexico / February 2018 - August 2019

Design studio focused on creating digital and personalized products for clients.

- Helped clients transition from conceptualization to product creation.
- Designed products for small and medium businesses (e.g. two jewelry brands, tamales shop, clothing brand, and medical clinic).

PRODUCT DESIGN LEAD - UI/UX

Bolt, Mexico City, Mexico / December 2016 - June 2018

Digital product design, development, and consulting agency.

- Created user-centered innovative interaction design solutions for productivity optimization through UI/UX.
- Guided clients from concept building to product creation.
- Developed a new and more effective quote presentation strategy, obtaining a 35% increase in client conversion.

DANNA KROUHAM

MULTIDISCIPLINARY DESIGNER

MARKETING AND BUSINESS DEVELOPMENT INTERN

Snapp Mobile (now GoSeemba), Tel-Aviv, Israel / June 2016 - August 2016

Start-up enabling businesses to build their first online presence through the mobile-only economy.

- Discovered international brand placement opportunities; established relationships with Mexican investors to expand operations.

BUSINESS DEVELOPMENT LEAD

Pentagono Estudio (now Pentagono Art), Mexico City, Mexico
June 2015 - June 2016

Art consulting firm focused on expanding clients' business and management tools.

- Generated new leads aiming to increase sales and customer base; changed strategic operations model to increase efficiency by 25%.

SOCIAL IMPACT

AFTER-EARTHQUAKE EMERGENCY AID

Mexico City, Mexico / September 2017

- Coordinated hundreds of people in a collection center to work in an orderly and efficient manner; contacted dozens of people to organize and place all of the AID my collection center was receiving.

EDUCATIONAL TOYS DESIGNER

Kadima A.C, Mexico City, Mexico / 2016

- Designed and manufactured educational toys for people with disabilities within the organization.

LAUGHTER THERAPIST

Risaterapia, Mexico City, Mexico / 2011-2012

- Volunteered as a "Laughter Doctor" in hospitals and home shelters for children.

INTERESTS

Reading, upcycling everything, sustainability, beauty hacks, wellness, Ashtanga Vinyasa Yoga, indoor cycling, DIY crafts, painting, flower pressing, miniature modelling, Mexican food, writing poetry, cherry blossom fanatic.