

# DANA DETRICK

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Combines over 15 years of creative leadership and design expertise, driving brand and bottom line growth for luxury and mass consumer goods. Brings a broad understanding across all facets of design and brand architecture in order to express a unique brand vision through packaging, digital, and print media. Skilled at creating transferrable models for high-end fashion brands to effectively communicate the luxury experience across digital platforms. Career highlights include:

- Delivered cohesive multi-platform brand messaging for luxury clients including Gucci, Alexander McQueen, Yves Saint Laurent, and Sergio Rossi, boosting several of the top performing retail spaces in North America.
  - Engineered re-branding solutions for the re-launch of established cosmetic and luxury brands.
  - Created limited-edition coffee table books for Colette, Marc Jacobs, Gagosian Gallery, and The Museum of Contemporary Art Los Angeles.
  - Received notable mentions in *The New York Times*, *Interview Magazine*, and *Women's Wear Daily*.
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## EXPERIENCE

**Creative Direction (10 Years) | Design & Production (10 Years) | Brand Architecture & Development (9 Years)  
Design Management (7 Years) | Business Development (7 Years) | Entrepreneurship (5 Years)**

### **Creative Director / Director of Branding, ASPYRE SOLUTIONS**

Responsible for leading design direction and strategy for the beauty division, overseeing \$2M in advertising, packaging, and identity programs. Manages a team responsible for ideation, design, structural engineering, spot testing, and production. Develops and executes sustainable packaging solutions from concept through delivery for international brands including Starbucks, Banana Republic, Gap, and Victoria's Secret. Directly impacts bottom line growth by soliciting new strategic accounts with increased profit potential.

### **Creative Director, Co-Creator, ASPYRE MAGAZINE**

Drives all elements of creative and art direction, design, production, distribution, and business development for a quarterly independent arts and culture publication based in New York and Paris. Partners with brands including Nike, the Ace Hotel, and Opening Ceremony to create targeted advertising programs and branded events. Cultivates key relationships and with high profile artists, recruiting subject matter experts in architecture, arts, and theater to contribute exclusive content and artwork for each issue. Significantly increased visibility and sales within key stores including Colette, Tate Modern, and Palais de Tokyo.

### **Creative Director, Designer, FREELANCE**

Creative lead on editorial design, marketing, and photography projects, lending expertise in fashion and brand direction to conceptualize and produce editorial spreads, storyboards, advertisements, and collateral. Select clients include Bottega Veneta, Nike, Ace Hotel, Harpers Bazaar, Interview Magazine, and Opening Ceremony.

### **Developer – Branding & Merchandising, GUCCI GROUP**

Directed digital media initiatives between the US, France, and Italy, ensuring consistent translation of the luxury brand experience across all online platforms. Leveraged expertise in design, layout, merchandising, and user experience to develop and produce e-commerce websites and content for Gucci, Yves Saint Laurent, and Alexander McQueen. Delivered a customized “clientele model” responsible for raising online brand profile and increasing sales by 200%.

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## EDUCATION

**Master's Degree, Design Management, PRATT INSTITUTE**

**Bachelor's Degree, Entrepreneurial Studies, CITY UNIVERSITY OF NEW YORK**

**Associate's Degree, Fashion Illustration, FASHION INSTITUTE OF TECHNOLOGY**