

Contact

📍 Grand Rapids, MI

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@ Danylle.Online

🌐 /in/danylleleonard/

Education

Master of Fine Arts (MFA), Media Design

Full Sail University

Online, 2020–2022

GPA: 3.8

Bachelor of Fine Arts (BFA), Graphic Design

Full Sail University

Online, 2018–2019

GPA: 3.9

Graduated with Honors

Bachelor of Science, Advertising & Graphic Design

Central Michigan University

2009–2014

Professional Affiliations

Ladies, Wine & Design Grand Rapids Chapter Founder

2018–present

American Institute of Graphic Arts, Grand Rapids General Member

2017–2020

American Institute of Graphic Arts, Detroit General Member

2010–2012

Danylle Leonard

DESIGNER & FRONT-END DEVELOPER

Summary

Designer and developer with 10+ years of experience spanning graphic design, UX/UI, digital illustration, and web development. I partner with organizations on focused engagements to deliver accessible, research-driven digital solutions built for clarity, usability, and longevity.

Independent Contracting

Danylle.Online, 2017–PRESENT

Independent design and development practice providing contract, project-based, and ongoing support for agencies, organizations, and small businesses. Work spans UX/UI, graphic design, digital illustration, and front-end implementation, with a strong emphasis on accessibility, clarity, and long-term usability.

Infinity Mind & Body Wellness, 2025–PRESENT

Website UX/UI, WordPress Development

- Created a custom WordPress site using WPBakery, delivering a clear, intuitive experience tailored to a wellness-focused audience.
- Integrated third-party e-commerce functionality to support online product sales while maintaining a cohesive, accessible user experience.
- Implemented booking and contact forms to streamline client inquiries and appointment requests.
- Provide ongoing site maintenance, security updates, and performance monitoring through an annual support agreement.

Herbruck's Poultry Farm, 2024-PRESENT

UX/UI, website infrastructure & site health management

- Collaborated with designers on select visual assets to enhance website aesthetics and reinforce brand consistency across web properties.
- Maintain ongoing site security, performance, and health across multiple WordPress installations.
- Upgraded functionality and security across a WP Engine multisite environment, including custom themes and custom plugins.
- Built a custom WordPress tab plugin to streamline internal workflows, reducing manual effort, cost, and maintenance overhead.
- Provide digital design support as needed, delivering visual assets aligned with brand standards and campaign goals.

May's Multimedia, 2024-2025

UX/UI, WordPress implementation & e-commerce

- Served as the sole website designer and front-end developer supporting Detroit- and New Jersey-based clients.
- Executed custom WordPress implementations aligned with client branding, audience needs, and business goals.
- Integrated WooCommerce and advanced Gravity Forms workflows to support complex data capture and e-commerce functionality.

Professional Experience

Senior Project Coordinator, 2024-2025

Reagan Marketing & Design

- Directed digital projects from discovery through launch, maintaining alignment with budgets, timelines, and client expectations.
- Applied SEO and accessibility best practices across client websites to support compliance and search visibility.
- Orchestrated Agile workflows, improving cross-team coordination and delivery efficiency.
- Leveraged Google Analytics and Google Tag Manager to assess performance and inform site improvements.