

# Dan Fournier

**DFSIGN**

*Professional graphic and UX designer with a passion in crafting logical and thoughtful design solutions and experiences.*

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## CONTACT

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danfournierdesign.com

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## EDUCATION

The University of Illinois at Chicago, 2008 – 2012  
Bachelor of Fine Arts, Graphic Design

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## EXPERIENCE

Design Manager, March 2013 – Present  
*Shotzoom Software, Tempe, Arizona*

Designing immersive and elegant layouts for a suite of iOS and Android apps, websites, emails, and other emerging technologies. Researching and executing seamless and engaging experiences. Offering front-end development support for landing pages, websites, and emails. Forming design and brand systems for a variety of products.

Freelance Designer, October 2011 – Present  
*DFSIGN, Scottsdale, Arizona*

Building lasting relationships with clients through design research, collaboration, and support on a variety of mediums, including websites, emails, and print work. Articulating logical branding strategies for emerging businesses and creating compelling design solutions to drive user and customer engagement.

Designer, July 2012 – February 2013  
*Apparity, Atlanta, Georgia*

Crafted branding concepts for presentations, email campaigns, and marketing websites. Worked closely with business managers and developers to build intuitive user flows for tiered purchasing and profile management.

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## SKILLS

Sharp and thorough understanding of design, including layout, typography, grid, and brand system development.

Proficient in human-centered UX practices, from researching data and gathering feedback loops, to building information architecture, user journeys, and flows for a variety of products.

In-depth experience with web, iOS, and Material design applications, guidelines, and trends.

Strong expertise in Adobe Creative Cloud suite with an emphasis in Photoshop, XD, Illustrator, and InDesign.

HTML/SASS coding and site building.

Computer building.

# Continued

## EXPERIENCE

Design Intern, August 2012 – December 2012  
*Marketing Werks, Chicago, Illinois*

Working closely with account owners, art directors, and customer experience experts to design a variety of marketing collateral for events and promotions around the Chicagoland area. Helping to grow and iterate on brands for higher profile accounts, including Verizon, IndyCar, LEGO, and Sony.

Design Consultant, July 2012 – October 2012  
*FLEx Lighting, Chicago, Illinois*

Designing fact sheets, promotional signage, and landing pages, as well as participating in daily team discussions to help further and sharpen the emerging brand as a whole.

Design Intern, June 2010 – May 2012  
*Morningstar, Chicago, Illinois*

Designing a wide range of functional and creative products, such as printed catalogs, magazine ads, graphs, presentations, and web content for clients, investors, and institutions across the globe. Cooperating with designers and financial analysts from various internal teams to further expand design-centric efforts and better experiences for customers.

## AWARDS

Mobile App Design  
*iTunes/App Store and Google Play Store featuring*

Best Apps of 2014  
Best New App  
Great Free App  
Top Free Sports App  
App for Summer 2014  
Essential Sports App  
Great App for Apple Watch  
App for Golfers  
New to the App Store?  
Our Favorite Apps  
Improve Your Skills

Book Design  
*School of Architecture & Design Best Book, 2010*

“Post Typographic” won for outstanding use of design and typography.