



Daniel Shultz

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Hi! My name is Daniel. I'm a graphic designer who loves freshly mowed lawns and puppy kisses.

I specialize in publication, web, and app design, as well as 3D illustrations and motion graphics. I also create electronic music and sound fx for clients ranging from video game artists to female rappers. The majority of my personal work is based in this skewed and enigmatic perspective of suburban culture, which references the environment in which I was raised. I'm also a good neighbor.





Aura Cacia (Rebrand)

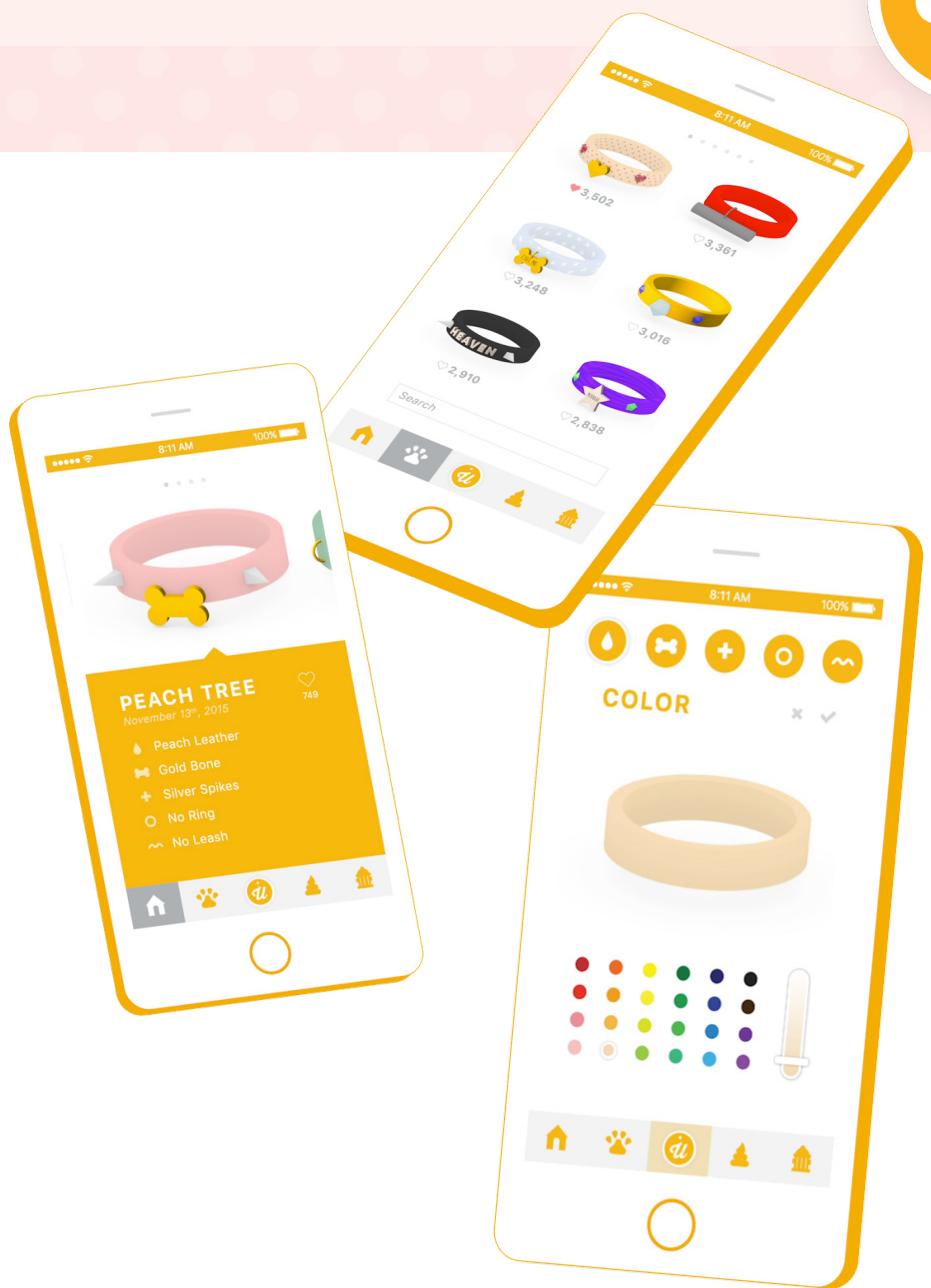
Aura Cacia is a company that focuses on making aromatherapy easy for the customer. While they specialize in essential oils, they offer a wide range of beauty products such as body soaps, massage oils, and shower tablets.

In this redesign, I emphasized the scent of the product through font size and color, making it easier for the customer to find exactly what they are looking for. Adding the small detail of an embossed leaf on top of the essential oil bottles emphasizes the leaf seen in the new logo, and adds a new level of authenticity and customization to this brand.

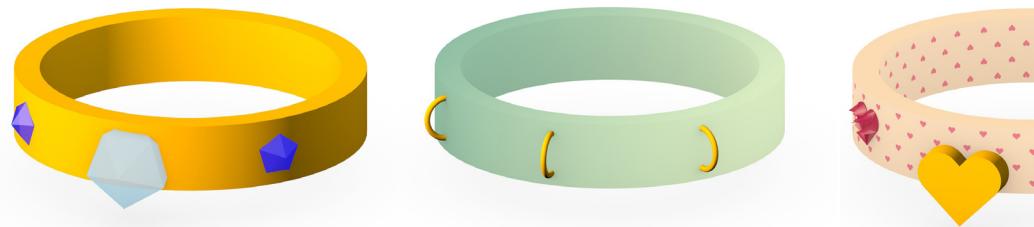


The Machine (Redesign)

A beer flavored created by Marz that is based off of the political organization in Chicago. The lighthearted attitude of this beer company allowed for room to play with a potentially improper concept. The background patterns are distortions of the traditional American flag, while the Marz logo draws more attention to itself which, in turn, creates an anti-political statement.



App Design

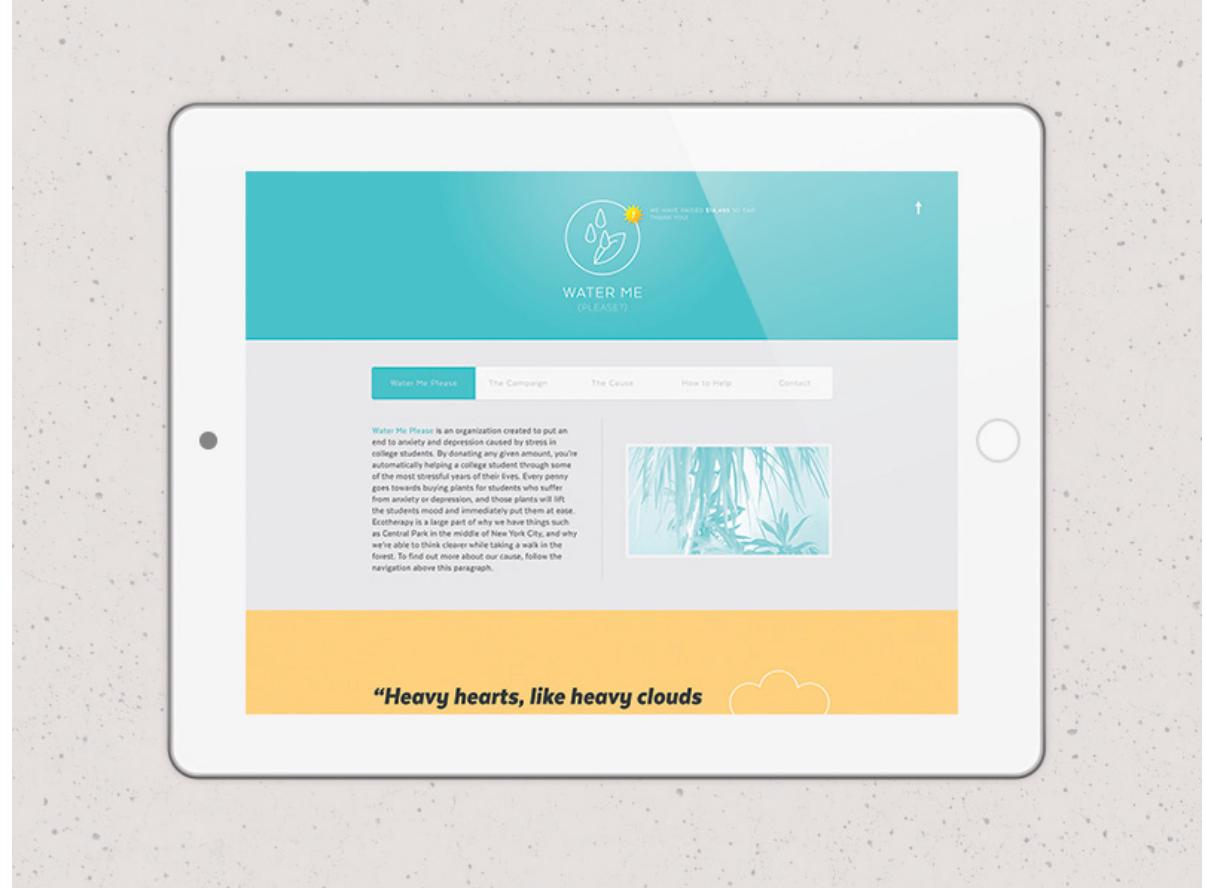
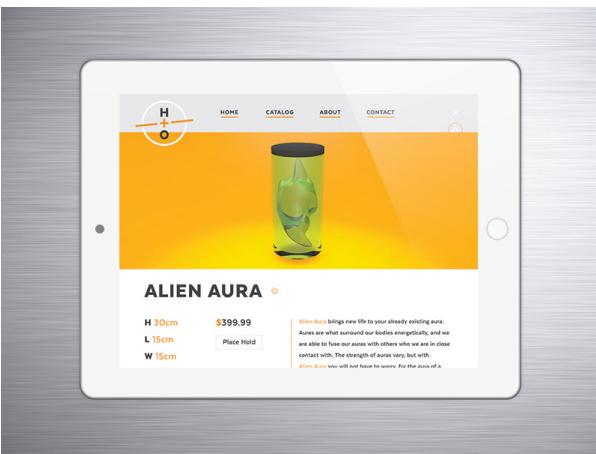


uDog

iPhone app that allows the user full customization of digitally rendered dog collars. Collars are able to be shared publicly with the world, allowing other users to view and favorite them.

Watch





Here & On

Shop that helps humans connect with extraterrestrials effortlessly through the use of metaphysical products.

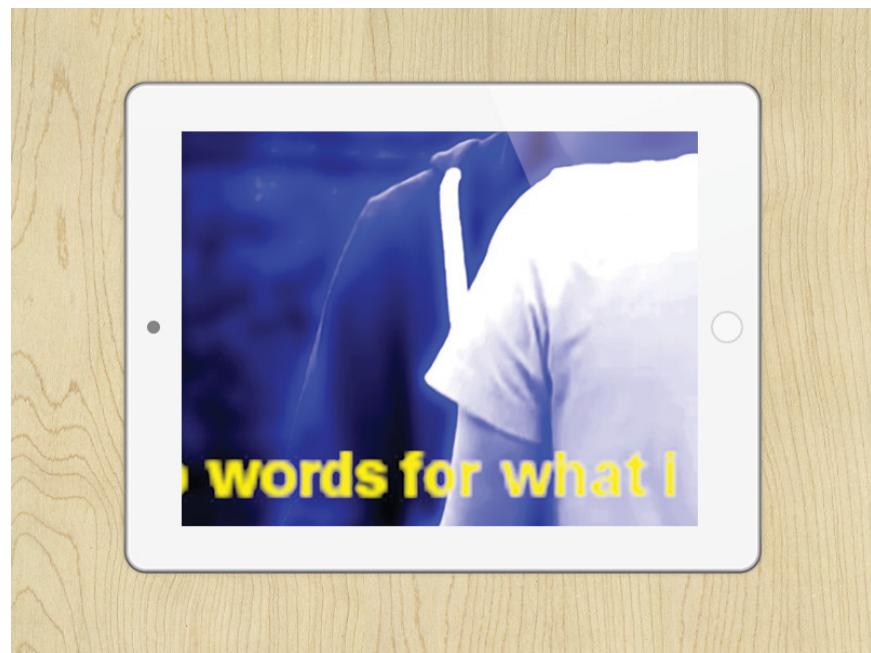
Water Me Please

Company that donates plants to college students struggling with anxiety and depression.



Ecotherapy: A How To Guide

A satirical self help guide on how plants are able to improve one's health. Delicate imagery and attentive design contrast the sarcastic mood of the texts that make up the book.



Event Branding



(shhh)

A conference that will discuss the strong relationship and history between subtitles and typography. The influence on those who suffer with impaired hearing and/or language barriers along with overall progressions in technology will be discussed, as well as workshops for hands-on learners.

Watch



Geneva, NY (Rebranding)

Located in Upstate New York, Geneva is home to the scenic Seneca Lake, which is the largest of the Finger Lakes. A large part of what makes Geneva unique is its large amount of vineyards and wineries. These qualities are emphasized throughout my brand to attract tourists, and to make locals proud of the beautiful town where they reside.