

GEBRAN Danny

uxwebdesigner2018@gmail.com

+353 83 199 98 41

LinkedIn: <https://www.linkedin.com/in/danny-gebran/>

Online Portfolio: <https://dannygebran.github.io/myportfolio/>

Freelance Portfolio: <https://digitalchief.ie/ourwork>

Print Portfolio: Available on request

Education

2017 | National College of Ireland, Dublin, IE | **Master of Science in Marketing**

- Digital marketing | Integrated Marketing Communications | Consumer Behaviour
- Strategic Marketing Management | International Marketing | Brand Management

2004 | "Instituto Universitario de Tecnología Rodolfo Loero Arismendi", Venezuela | **Graphic Design BA (Hons)**

- Web Design | Editorial | Print Design | Visual Communication | Corporate Brand Image
- Commercial Brand Identity | Online Publishing | Advertising

Work Experience

01.16-02.18 | Digitalchief.ie, Dublin 2, Ireland | Web Designer

- Planning, design and development of new and existing websites.
- Deliver hi-fidelity designs and collaborate with front-end development.
- Improve the quality of the visual and interaction design.
- Implementation of responsive design across desktop and mobile devices.
- Applied UX principles for sketching, wireframe, prototyping and testing.
- Promoted and established design guidelines, best practices and standards.
- Recommended and executed improvements to clients' brand design assets.

01.15-08.15 | National College of Ireland, Dublin | Pre-Master & Academic Studies

01.14-12.14 | NED Training Centre | English for Business | Travelling and settled in Ireland.

01.06-12.13 | Previa Cita Magazine, Venezuela | Creative Lead & Marketing Planning

"Prevía Cita" was an innovative marketing solution in Venezuela for medical and health industry.

- **Design responsibilities:**

- Produced design concepts and artworks according to industry specifications.
- Directed creatively the magazine design following strategic brand guidelines.
- Implemented a systematic design process to improve team performance.
- Designed, updated and maintained a website magazine adding periodical new editions.
- Supervised and adapted content following marketing and design briefings.
- Ensured final pieces were proofread with extreme attention to detail.
- Coordinated production teams and managed timelines to meet printer deadlines.

- **Marketing responsibilities:**

- Designed company's marketing policies to ensure customer satisfaction.
- Optimised campaigns to maintain consistency on brand communications.
- Created annual ad concepts on billboards, brochures, insights and articles.
- Monitored effects of brand visual communications by tracking their impact on sales.

Design Skills

- Aesthetic, Design Principles, Typography, Colour, Creativity, Creative Direction.
- Brand Building and Identity Development, Desktop and Online publishing, Innovation, Product Development.
- UX Design, Web/UI/Responsive Design, E-Commerce, User Analytics, Persona, Usability Tests, Insights.
- Design of interfaces, grid systems, layouts and applications for web, desktop and mobile.
- Experience with transitions, animation, motion design and dynamic interaction.

Software skills

- Adobe CC (XD, InDesign, Photoshop, Illustrator, AE). Balsamiq, Sketch, InVision, WordPress.
- Google Analytics, AdSense, Mail Chimp, Microsoft Suite, Slack.
- Front-End / Back-end Development (HTML5, CSS3, Sass, JavaScript). Libs: Bootstrap, JQuery, ES6, React.
- Atom, Sublime, Visual Studio Code, Terminal, Mac and Windows.

Professional Skills

- High Quality Design Standards, Strong Attention to Detail, Efficient Time Management
- Self-driven and results oriented, Interpersonal Skills, Self-Motivated Organisation
- Curious and Persistent Self-Learner. Bilingual: English and Spanish.

Certifications and Achievements

- 2018 | Front-End Developer Certificate (Currently registered online)
- 2017 | Master Dissertation “Measuring Brand Resonance from App Usage in Millennials in Ireland”
- 2016 | Hub Spot Academy | Inbound Certification (Self-Learned Online)
- 2016 | Activate Academy | Digital Marketing Certification for the Spanish Market (Self-Learned Online)
- 2015 | National University of Ireland | Cambridge Certification Academic English C1
- 2014 | National Employee Development Centre, Dublin | English for Business Level C2
- 2005 | CDD, Caracas, Venezuela | Adobe Flash Design Animation

2015 | Latinamerica.ie, Ireland | **Marketing Volunteer & Design Collaborator**

- Led the initiative to create a visual corporate identity for the brand’s website.
- Promoted the brand as a non-profit organisation.
- Designed the logo of the association and material for its presentations.

References available on request.