

Danny Gebran

Design Portfolio

& Work Experience Summary

Design Experience Summary

Understanding of the right balance between business objectives, design thinking and customers expectations. Designing for:

Performance Speed & Functionality

Accessibility

Best Practices

Design projects experience includes designing for:

Web Design - Cx journeys, CTAs, touch points, landing pages, optimizacion, ads.

Branding - Key brand elements, brand personality, brand identity.

Product Design - Research, ideation, iteration, implementation

Publishing - Interactive, digital & print

Marketing & Advertising - Audience targeted design

Competencies

Technical

- *Start-to-End* design process on digital & print projects.
- Consistency on design principles, aesthetic, and functionality.
- Good understanding of front-end coding languages.
- UX/UI design, Journey Maps, Lo-Hi Prototyping.

Organisational

- Collaboration inter-departments for stakeholders at different levels of the company.
- Experienced working at agencies with projects under structured deadlines.
- Focus on innovation, self-taugh on new design tools and trends.
- Teamplayer, goal-oriented.

Software Skills



Graphic Design: Adobe Photoshop, Illustrator, InDesign.



Prototyping: Adobe Xd, Balsamiq, Sketch, InVision.



Web: WordPress, Visual Studio Code.



Coding: HTML, CSS, JS



Education

MSc in Marketing



2017 - NCI National College of Ireland Dublin, Ireland



Graphic Design BA



2004 - IUTIRLA, Venezuela

Design Sample from volunteering for Irish Cancer Society

Raffle ads landing page

T&Cs

irish cancer society

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but you'll also be in with a chance of winning a Car Just in time for **Christmas!**

Name * Email *

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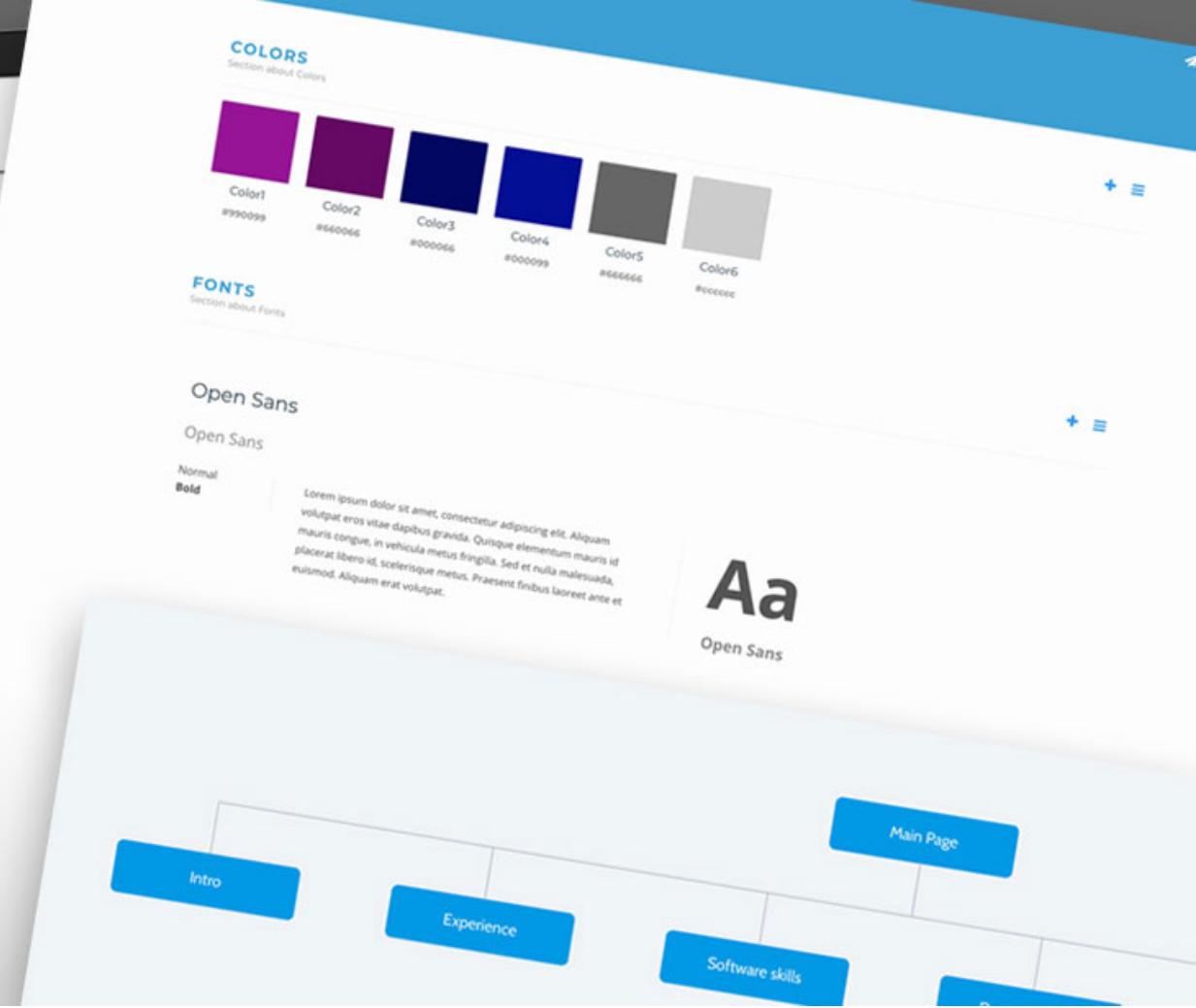
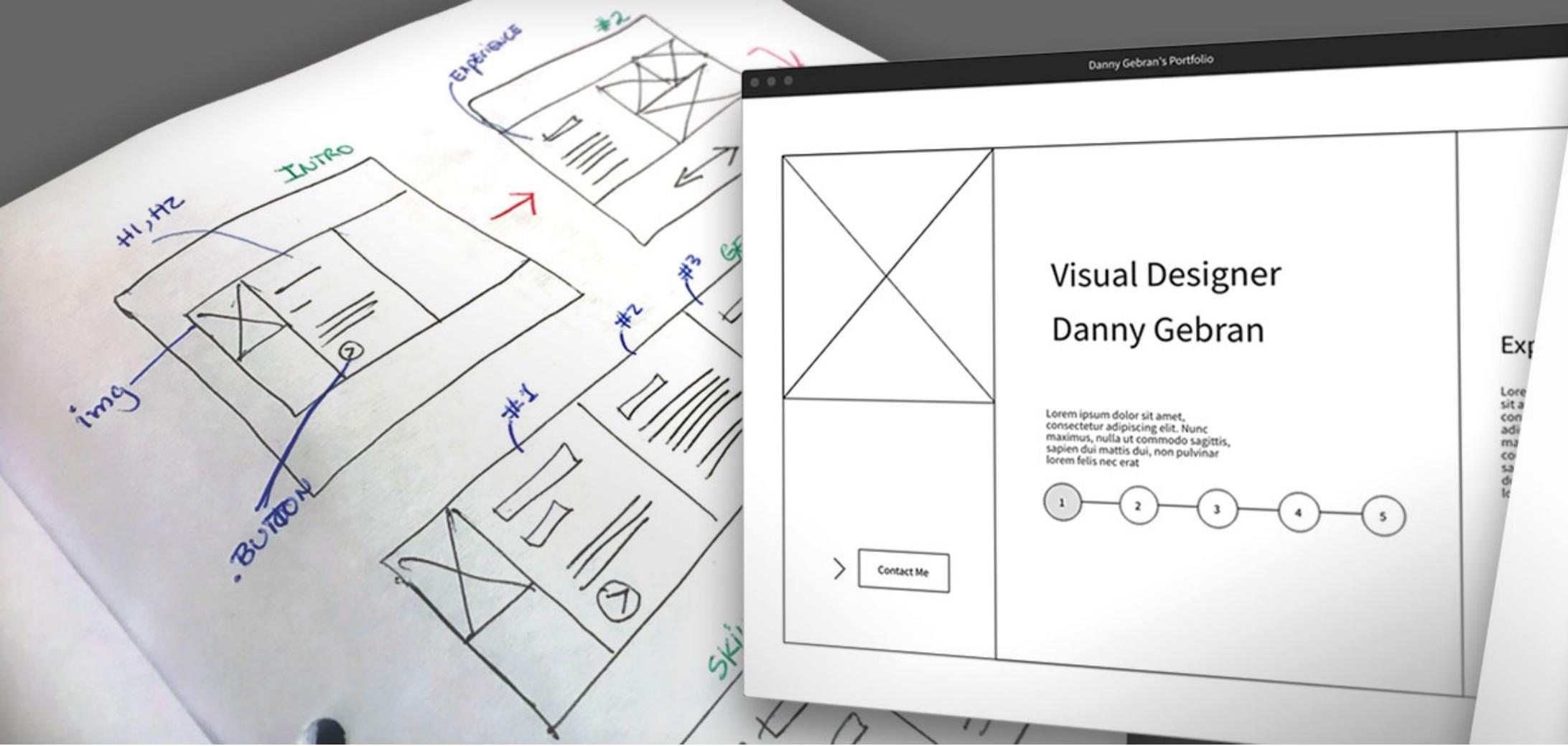
Design Process

Empathise, define, ideate, prototype, test.

Start with an user-centred research followed by sketching, prototyping, testing of ideas, learning from feedback, implementing, and repeat.

Approach - Design of solutions by challenging assumptions about what is the best for consumers, observing their behaviours and developing empathy for the final user and their benefit.

Data Driven Design “*In essence, knowing what the user needs and wants will entirely direct the process towards best outcomes in the design, deriving in the evident benefit for customers and the business*”



Web Design project samples

These next pieces conform a brief snap of my experience and each of them implies a development stage following a systematic but adaptable process combining client expectations, business objectives and user-centred design guidelines.

Projects Presentation

- Wireframes
- Customer Journeys
- Interaction maps
- Hi-Fi mockups

All projects include use of wireframes for the initial steps and consideration to advance to the high fidelity prototypes for stakeholders evaluation and feedback



The image displays a grid of wireframes and high-fidelity prototypes for a website project, illustrating the design process from initial planning to final product.

Wireframes:

- Home Page:** A wireframe showing a header, a main content area with sections like "Programme Variation" and "Programme Buttons", and a footer.
- Programme:** A wireframe showing a header, a main content area with sections like "Programme Variation" and "Programme Buttons", and a footer.
- Programme Variation:** A wireframe showing a header, a main content area with sections like "Programme Variation" and "Programme Buttons", and a footer.
- Price List:** A wireframe showing a header, a main content area with sections like "Programme Variation" and "Programme Buttons", and a footer.
- Programme detail:** A wireframe showing a header, a main content area with sections like "Programme Variation" and "Programme Buttons", and a footer.
- Activity Gallery:** A wireframe showing a header, a main content area with sections like "Places to see" and "Things to do", and a footer.
- Activity Detail:** A wireframe showing a header, a main content area with sections like "Place to visit" and "Things to do", and a footer.
- Events List:** A wireframe showing a header, a main content area with sections like "List by date" and "Events Details", and a footer.
- Contact Page:** A wireframe showing a header, a main content area with sections like "Contact Us" and "Contact Form", and a footer.

High-fidelity prototypes:

- Home Page:** A high-fidelity prototype featuring a header with the University of Cambridge logo, a main content area with sections for "Programme Variation" and "Programme Buttons", and a footer.
- Programme:** A high-fidelity prototype featuring a header with the University of Cambridge logo, a main content area with sections for "Programme Variation" and "Programme Buttons", and a footer.
- Programme Variation:** A high-fidelity prototype featuring a header with the University of Cambridge logo, a main content area with sections for "Programme Variation" and "Programme Buttons", and a footer.
- Price List:** A high-fidelity prototype featuring a header with the University of Cambridge logo, a main content area with sections for "Programme Variation" and "Programme Buttons", and a footer.
- Programme detail:** A high-fidelity prototype featuring a header with the University of Cambridge logo, a main content area with sections for "Programme Variation" and "Programme Buttons", and a footer.
- Activity Gallery:** A high-fidelity prototype featuring a header with the University of Cambridge logo, a main content area with sections for "Places to see" and "Things to do", and a footer.
- Activity Detail:** A high-fidelity prototype featuring a header with the University of Cambridge logo, a main content area with sections for "Place to visit" and "Things to do", and a footer.
- Events List:** A high-fidelity prototype featuring a header with the University of Cambridge logo, a main content area with sections for "List by date" and "Events Details", and a footer.
- Contact Page:** A high-fidelity prototype featuring a header with the University of Cambridge logo, a main content area with sections for "Contact Us" and "Contact Form", and a footer.

Legend:

- 1. Event pics
- 2. Event Info
- 3. Map
- 4. Link to quote page
- 5. Footer & search menu



Project Summary

- Front page redesign
- Fastest responsiveness
- Portfolio web indexation
- Performance metrics





The Client

Thompsons of Carlow is Ireland's longest established engineering company specialising in structural steelwork, bridges, marine structures, motorway gantries and general construction.

The Challenge

Create a new design for their existing website using current brand image assets like logo, colors and images. Elaborate a main page with the company two main divisions and a homepage for each division featuring all their products and services . Design responsiveness across devices.



Adobe
Photoshop



Adobe
Illustrator



WORDPRESS



Adobe
InDesign

The Solution

The design of its new website featuring improvements on brand image without altering brand's fundamental style strongly. The showcase of products, media press, images and facilities on an efficiently and clear way through few clicks from the user. The addition of their wide range of products and services, resenting the company's history, process and executed projects.



Three screenshots of the Thompson of Carlow website. The first screenshot shows the 'Building' section with a large image of a modern glass building and sub-sections for Bridges and Gantry Signs. The second screenshot shows the 'Structural Steel' section with a large image of a construction site at sunset and sub-sections for Structural Steel, Bridges, and Gantry Signs. The third screenshot shows the 'Steel Tipper body building' division with a large image of a blue dump truck and sub-sections for Loadmaster, Loadmaster Lite, Workmaster, Beavertail & Cheesebed, and Drive on.



Project Summary

- Front page speed impact
- Responsiveness
- Shopping cart
- Payment journey

A taste of bygone days
BALLYHOURA
Apple Farm

Home About Awards Stockist Store Events Contact

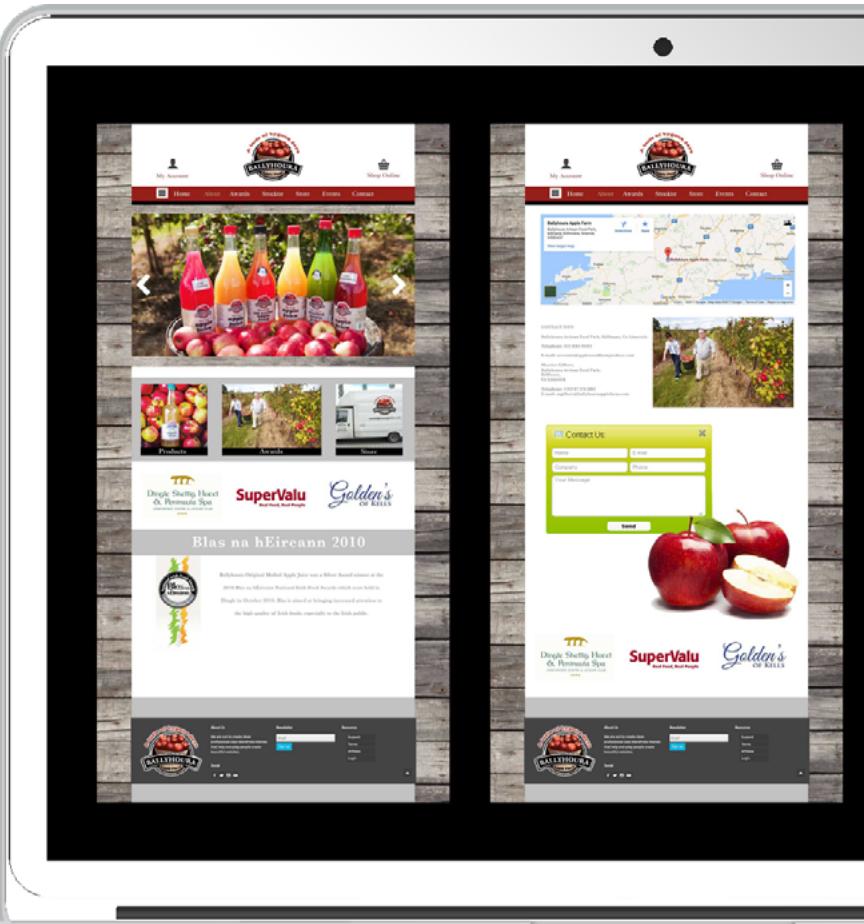
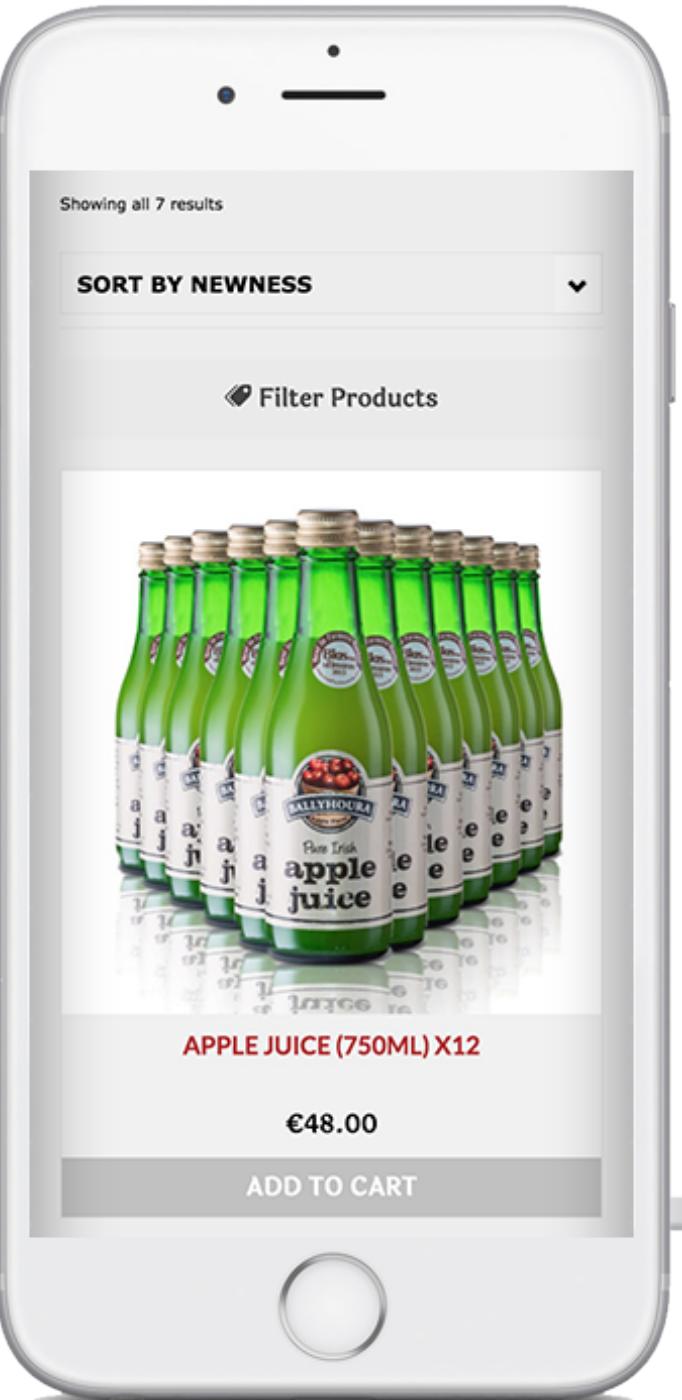
**Our apple juice
is full of taste
and flavour**
And continues to be among our best sellers

The Client

Ballyhoura Apple Farm's orchard is located on the outskirts of Kilfinane town in County Limerick. The firm has a number of new innovative apple based products developed in need of promotion. The internet is a crucial element of their marketing strategy and its website is the door for their business.

The Challenge

Create a new design for their website utilising current brand image assets like logo, colors and images. Include all their products as an online shop where the user can select and buy. Design responsiveness across devices.

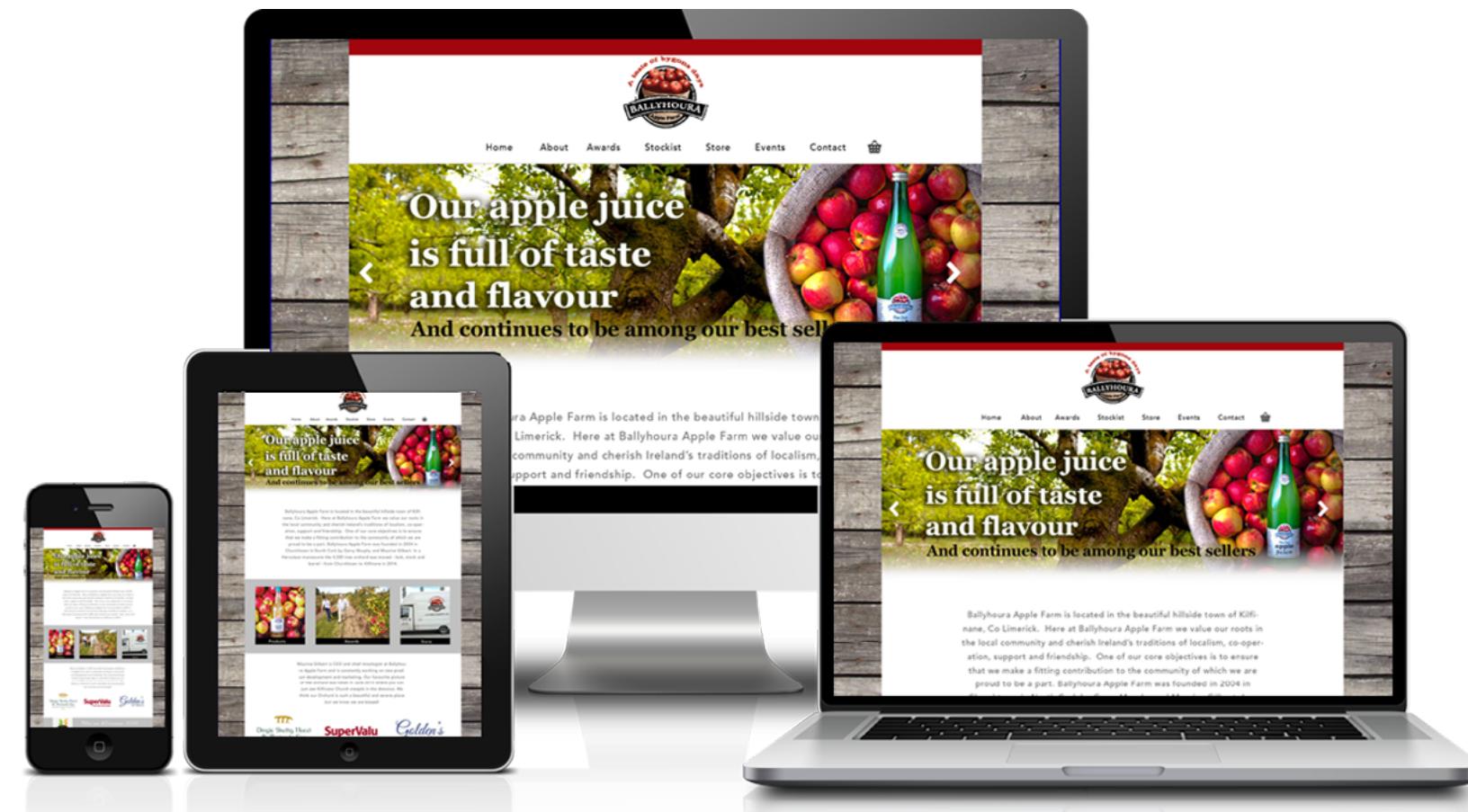


The screenshot shows the homepage of the Ballyhoura Apple Farm website. At the top, there's a navigation bar with links for 'Your Basket - €0.00', 'Our Shop', 'About Us', 'Vinegar Vault', 'Image Gallery', and 'Contact Us'. Below the navigation is a banner with the text 'Health and wellness is to the fore in our product development' and several bottles of juice. The main content area is titled 'Shop' and shows a grid of products: 'APPLE JUICE (750ML) X12' (€48.00), 'APPLE & BEETROOT JUICE (750ML) X12' (€54.00), 'APPLE CHAI ICED TEA (750ML) X12' (€54.00), 'ORIGINAL IRISH RED MULLED APPLE JUICE (750ML) X12' (€58.00), 'APPLESNIPS (750ML) X12' (€54.00), and 'GILBERT MURPHY HOT FRISKEY (750ML) X12' (€72.00). Each product has an 'ADD TO CART' button. A sidebar on the left contains contact information (+353 (0)61 91413, team@ballyhourapplefarm.com) and a 'Social Media' section with links to Facebook and Twitter. A 'Top rated products' section lists 'Pure Raw Irish Apple Cider Vinegar (500ml) x12' (€63.00), 'Gilbert Murphy Hot Friskey (750ml) x12' (€72.00), and 'Applesnips (750ml) x12' (€54.00). The bottom of the page includes a footer with links for Home, Cart, Contact Us, Our Team, and My Account.

The Solution

New website featuring improvements on brand image without altering brand's fundamental style. Showcase of products, media press, images and facilities in an efficient and clear form through few clicks from the user. The addition of their wide range of products, farm process and history as well as its achieved awards.

Implementation of the shopping cart and the payment process.



Print Design Samples

On request

Web Portfolio

Click below



[Behance.net portfolio](#)



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Formato	Precio	Frecuencia	Bimestral
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1/4 de Página Horiz. ó Vertical	BsF. 350,--	Mensual	Bimestral BsF. 700,--
3/8 de Página Vertical	BsF. 500,--	Mensual	Bimestral BsF. 1.000,--
1/2 Página Horizontal	BsF. 700,--	Mensual	Bimestral BsF. 1.400,--
1/2 Página Vertical	BsF. 700,--	Mensual	Bimestral BsF. 1.400,--
3/4 de Página	BsF. 900,--	Mensual	Bimestral BsF. 1.800,--
1 Página Completa	BsF. 1.100,--	Mensual	BsF. 2.200,--
* Tapas Internas	BsF. 3.200,--		
* Páginas 1, 2 ó 3	BsF. 3.200,--		
* Contraportada	BsF. 4.500,--		
* Publireportaje	BsF. 4.200,--		
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* Portada + Publrep.	BsF. 8.500,--		

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- Envíe su información al correo: ventas@tupreviacita.com
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 - Especialidad
 - Tratamientos o servicios
 - Horario, dirección y Tfns
 - Tamaño del aviso deseado
 - Sugerencia de imágenes y colores si lo desea (opcional)
- El Departamento de artes elabora su propuesta de anuncio y se lo envía al correo
- Usted revisa, decide cambios, ó de una vez aprueba el arte enviándonos su respuesta
- Una vez aprobado recibirá la visita de un ejecutivo para formalizar la suscripción
- Espere los ejemplares de la edición donde estará publicado su anuncio

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