

# Visual Designer

## Danny Gebran

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Web Design & Development

User Experience & UI

Print Design

*PDF Portfolio*

# CV

**Gebran, Danny**

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## Design Skills

- High-quality design standards with strong attention to detail.
- Promoting best practices and standards delivering hi-fidelity designs.
- End to end planning, design and development for digital and print projects.
- Consistency with Design Principles, Aesthetic, Typography, Colour, Creativity.
- Experienced in Brand image development, Publishing, Product development, E-Commerce.
- Good understanding for UX Design research, Journey Maps, Lo-Hi Prototyping, Persona.

## Organisational Skills

- Experience in-house for Design agencies in a fast pace environment and high-profile clients.
- Collaboration with all departments, production, marketing, sales, senior team members.
- Efficient time management in order to meet deadlines in a high pressure environment.
- Self-driven professional, results oriented and self-motivated, good organisation.
- Good communication, feedback, constructive and critical analysis.
- Curious and persistent self-learner for new technologies and design trends.

## 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 | Digital chief Design Agency, Dublin 2, Ireland | Design Lead**
- **01.15 - 08.15 | National College of Ireland, Dublin | Pre-Master & Academic Studies**
- **01.14 - 12.14 | NED Training Centre | English for Business**
- **01.06-12.13 | PC Marketing & Design Agency, Venezuela | Graphic Designer & Creative Lead**
- **01.05-12.05 | CIGA Design Agency, Venezuela | Graphic Designer**

# Experience

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Graphic Designer web and print. Front-End web development. UX and UI. My experience conveys a variety of design disciplines derived from several years of work covering web design, print design, app interface, ux design and brand development, publishing, and creative direction.

*A good understanding of the right balance between business objectives, design thinking and customers expectations.*

A combined BA in Graphic Design and a Master of Sciences in Marketing allows me to fit into organisations effectively with the leadership and interpersonal skills needed to contribute towards corporate objectives via project and programme delivery, understand user requirements, design personas, journey mapping, emotive response, quantitative and qualitative research.



# Software Skills

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There are new awesome design tools every year.

These are my commons from a large pool of programs related to interface edition, website design, print layouts, image and graphics, which I think they represent the choice of most designers who I've worked with in collaboration for different projects.

Adobe CS: Photoshop, Illustrator, Adobe Xd, InDesign, Ae.

Balsamiq, Sketch, InVision.

WordPress, Atom, Terminal, Visual Studio Code.

HTML, CSS, JS - JQuery, BootStrap.

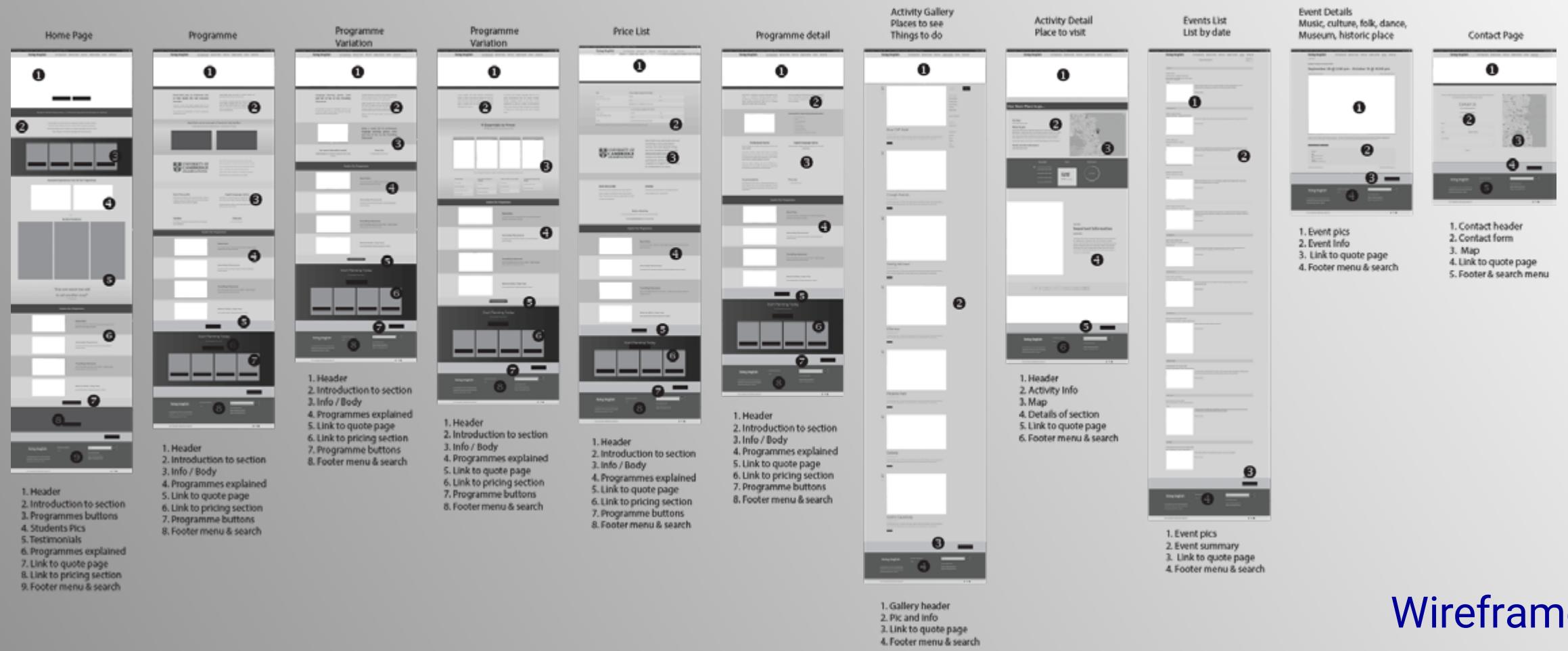
# Design Process

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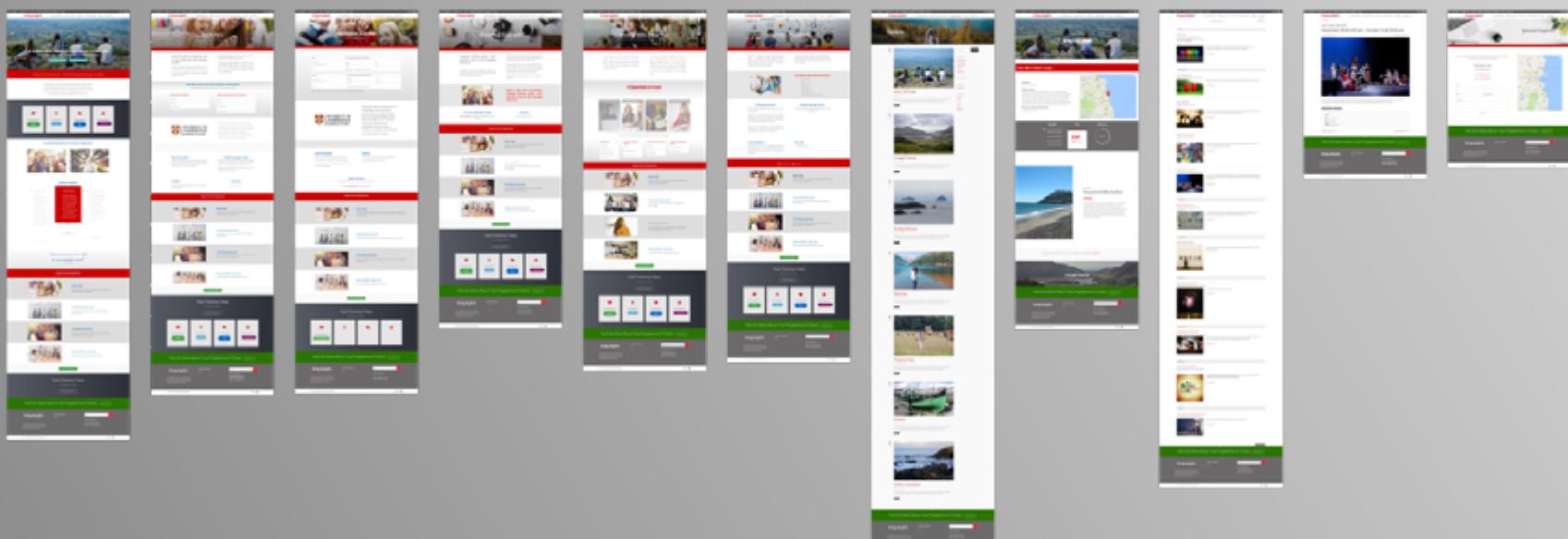
Since I've started questioning any design solution by challenging assumptions about what is the best for consumers, observing their behaviours and developing empathy for the final user and their benefit, I was into something more complex than creating a well-presented design for my client. UX became of my interest, and design thinking is the fundamental framework underpinning it.

Empathise, define, ideate, prototype, test. Everything start with an honest user-centred sketching, prototyping, testing of ideas, learning and implementing once and again.honest user-centred sketching, prototyping, testing of ideas, learning and implementing.

*In essence, knowing the user needs and wants will entirely direct the process towards best outcomes in the design deriving in the evident benefit for customers and businesses by applying the simple initial statement: "Data Define Design".*



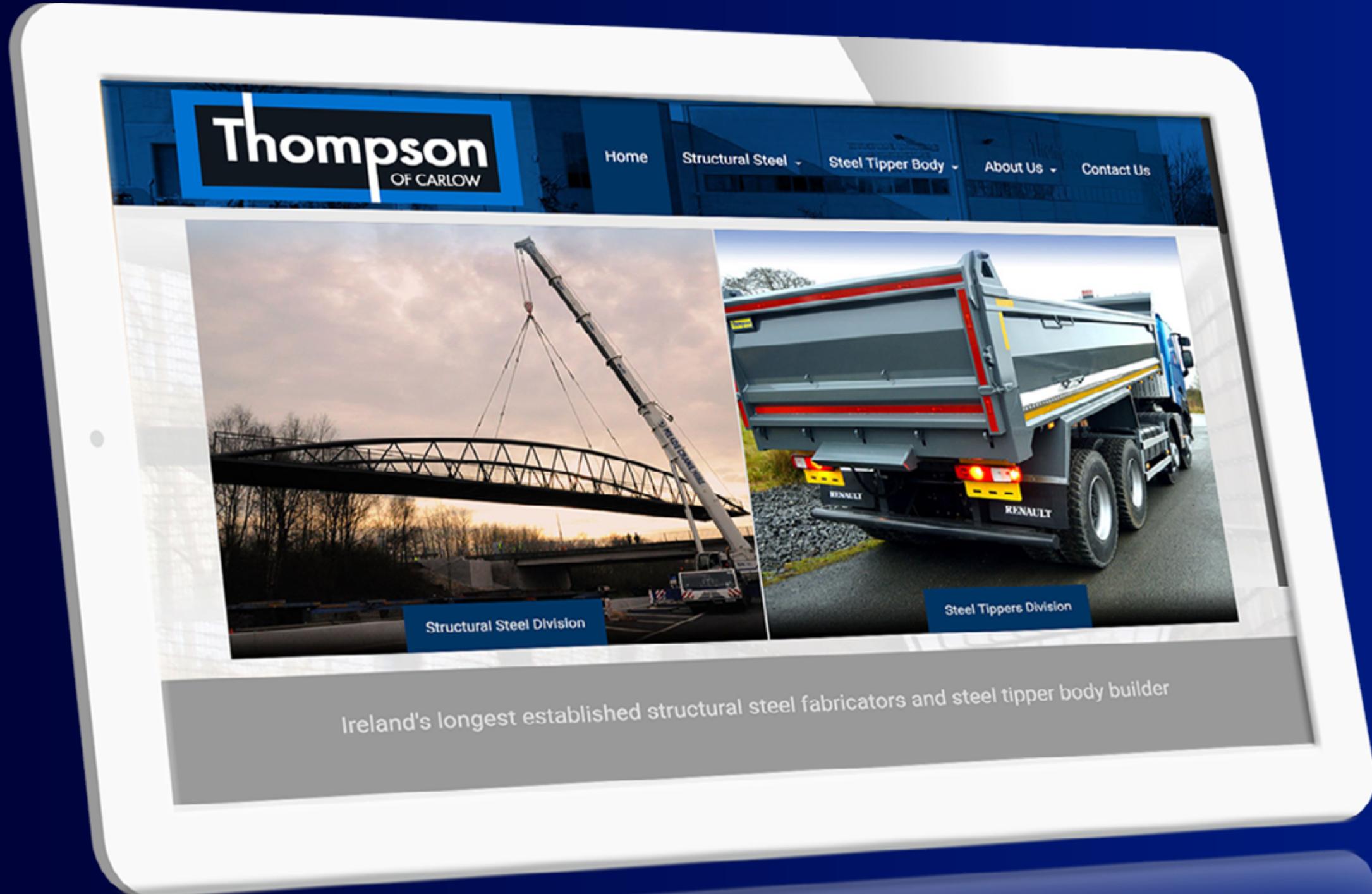
## Wireframes and HF Prototypes



# Portfolio

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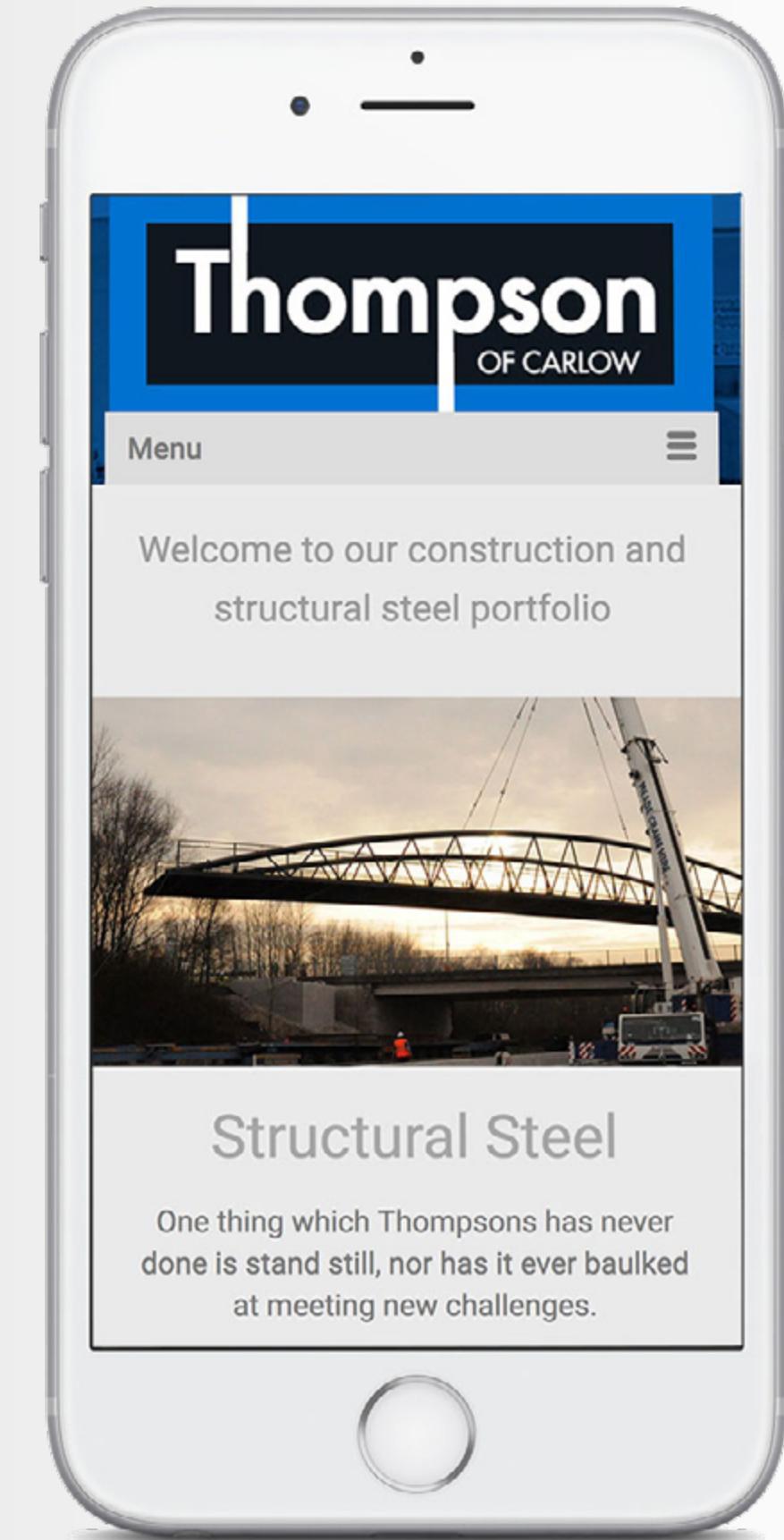
These pieces conform a brief snap of my experience and each of them implies a development following a systematic but adaptable process combining client expectations, business objectives and user-centred design guidelines.



Case Study 

## The Client

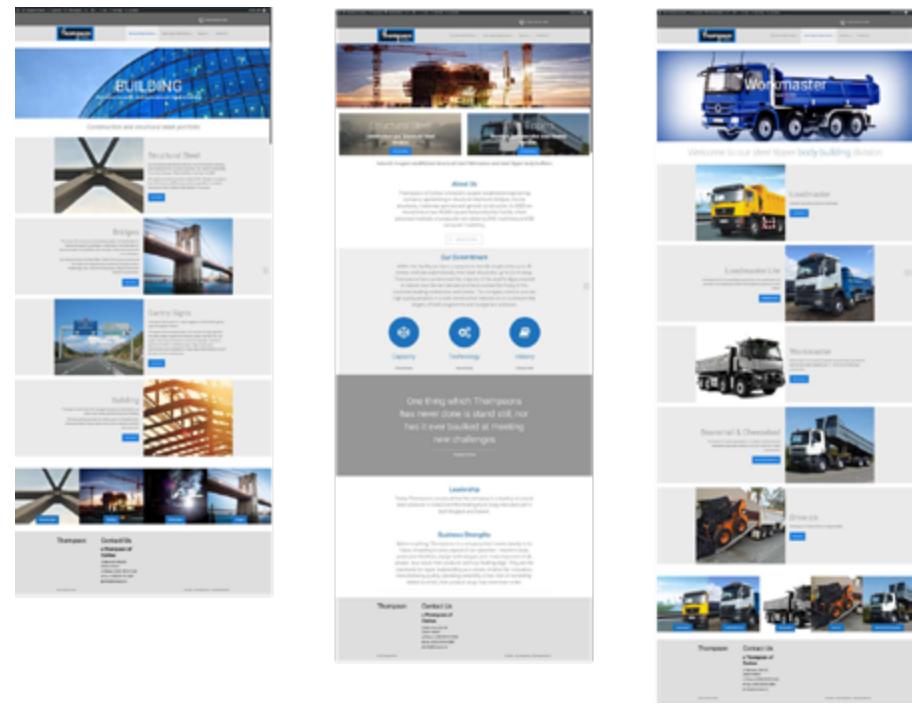
Thompsons of Carlow is Ireland's longest established engineering company specialising in structural steelwork, bridges, marine structures, motorway gantries and general construction.



## 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.





HEX: #003366  
RGB: 0 / 51 / 102  
CMYK: 0 / 61 / 0 / 0  
PANTONE: 0606 C



HEX: #A9A9A9  
RGB: 169 / 169 / 169  
CMYK: 0 / 0 / 0 / 0  
PANTONE: 0606 C



#### Typography

**Font families**  
Heading font: Helvetica  
Body font: Georgia

Aa Helvetica

Aa Georgia

Aa Caslon

## 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.



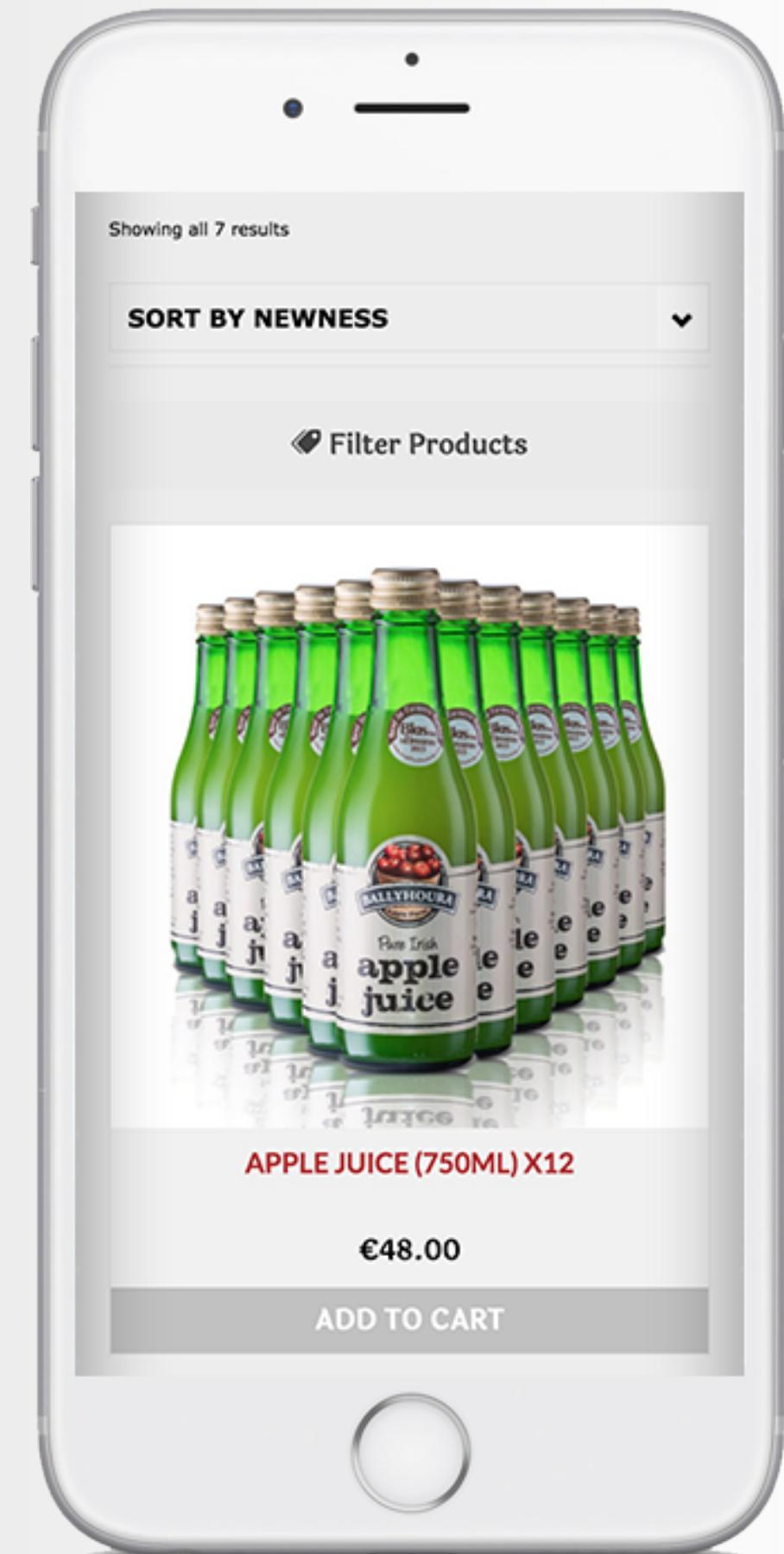


Case Study



## 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.



Adobe  
Photoshop



Adobe  
Illustrator



WORDPRESS



Adobe  
InDesign

## 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

Stationary / Brochure / Corporate Communications



Danny Gebran

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