GEBRAN Danny

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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**

* UX and 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 Lead**

* End to end planning, design and development of website projects.
* Delivering 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 | Graphic Designer & Creative Lead**

“Previa Cita” was an innovative marketing solution in Venezuela for medical and health industry.

* 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 workflow and performance.
* Designed, updated and maintained a website magazine adding periodical new editions.
* Supervised and managed communications with third-party suppliers.
* Ensured final pieces were proofread with extreme attention to detail.
* Coordinated production teams and managed timelines to ensure delivery on deadlines.
* Designed company’s brand style guides to ensure consistency in brand communications.
* Implemented UI standards and guidelines on all projects.
* Created annual ad concepts on billboards, brochures, insights and articles.
* Monitored effects of brand visual communications by tracking their impact from user interactions.

**Design Skills**

* Aesthetic, Design Principles, Typography, Colour, Creativity, Creative Direction.
* Brand and Identity Development, publishing, Innovation, Product Development, E-Commerce.
* UX Design, Research, Journey Maps, Lo-Hi Prototyping, Persona, Usability Tests, Insights, Patterns.
* Design of UI, 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
* Curios 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.
* Created logo and image of the association on material for its presentations.

References available on request.