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## DANIEL GARRO

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dgarro.com

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## EDUCATION

School of Visual Arts,  
New York, NY  
BFA

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Reference available  
upon request

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## Skills ▾

Adobe Creative Suite  
Basic HTML / CSS  
Microsoft Office  
Hootsuite  
WordPress  
Tumblr  
Squarespace

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## Experience ▾

### W&CO | Senior Designer

09/14 – Present | New York, NY

- Lead the development of branding for several new small business start ups
- Worked directly with clients to manage design of marketing collateral
- Developed conceptual designs for UX and Advertising projects
- Illustrated and developed information graphics for W&Co and clients
- Assisted clients with developing and designing corporate presentations

### NYFU | Freelance

02/13 – 09/13 | New York, NY

- Responsible for the design and implementation of their new responsive website
- Designed custom email templates and managed mailings that were crucial to email marketing strategy
- Created custom info graphics and maintained production of content for social media

### LAZZONI FURNITURE | Freelance

11/12 – 02/13 | New York, NY

- Designed custom marketing collateral for their multiple target markets.
- Managed communication between client and printer in order to stay on schedule and budget.
- Designed custom email marketing content for their weekly and monthly sales promotions strategy.

### BROOKLYN INDUSTRIES | Freelance

07/11 – 08/11 | Brooklyn, NY

- Assisted design team with re-designing their ecommerce checkout process.
- Designed banner advertising for BKYL and Mavi Jean lines.
- Assisted the team with updating the website to a responsive platform while maintaining strict brand guidelines.