DANIEL N. KNAPP

Interactive Designer

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Portfolio   dnknapp.com/design2016

Summary   Thoughtful and skilled Interactive Designer with 5+ years advanced User Experience and User Interface design knowledge, and a drive to create compelling digital experiences. Focused on excellent user experiences from initial planning of information architecture and user flows, to visual design, to testing and launch. Design acumen is bolstered by a scientific background in communication and social science research, as well as development skills.

Experience   **UX/UI Designer** | 2015 to present
Impart Creative | Philadelphia, PA

Work directly with clients to identify needs and strategically meet goals. Lead meetings throughout the design process to maintain focus on goals and user needs, critique designs, and find solutions to client concerns.

Create information architecture documents, sitemaps, user flows, wireframes, and high-resolution designs for responsive websites and applications, with a consistent focus on an intuitive user experience.

Design, illustrate, and animate user interface elements in styles appropriate to clients' brand identities that encourage engagement and emphasize usability.

Apply knowledge of HTML5 and CSS3/Sass to anticipate and avoid complications in development, and to directly contribute to the development workflow.

Collaborate with developer to implement complex features in highly-customized WordPress sites, including using React as a front-end to WordPress.

Write, edit, and design sales proposals and participate in sales meetings.

Senior Graphic and Interactive Designer | 2013 to 2015
Mighty Engine | Philadelphia, PA

Led all stages of UX/UI design, including creating site maps, wireframes, user interface design, and digital graphics.

Directed the graphic approach to branding, print, and web design for clients in an array of industries including the arts, social welfare, tourism, law, energy, and sports.

Contributed creative concepts to strategic campaign messages and client pitches.

Worked with SEO/SEM team to review analytics and improve visitor conversions.

Launched "PHL: Here for the Making" regional marketing campaign, and led redesign of Pennsylvania Convention Center marketing collateral while the Convention Center saw a 47% increase in revenue from bookings.

Handled many accounts and demanding project timelines simultaneously while producing high-quality work and challenging myself creatively.

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Graphic Designer and Marketing Specialist | 2005 to 2013
SMG | West Conshohocken, PA

Improved design standards of proposals, advertisements, and sales materials to reflect company's status as the industry leader in entertainment and conference venue management.

Launched new company website; responsible for both design and development.

Coordinated with IT department to design new company intranet site.

Led production of RFP responses for management contracts of more than $500,000. Coordinated with company departments and facilities around the country to complete proposals. Responsible for meeting technical requirements, design, and editing. Proofread other proposals produced by the department, which averaged 30 per year.

Worked with sales team to develop marketing and branding concepts, including logos, print campaigns, signage, and menus.

Designed advertisements, both print and web, for industry publications such as Pollstar.

Designed email blasts, wrote and edited press releases, and managed email distribution lists.

Education

Cornell University | Ithaca, NY
B.S. Communication, Concentration in English | 2003

Skills

Efficient and organized in planning and executing projects with a high attention to detail

Excellent writing, editing, and communication skills

Talented illustrator with both freehand and digital skills, and command of a variety of styles

Technology

Adobe Illustrator, Photoshop, InDesign, Acrobat, Animate, Experience Design, Sketch, InVision, Marvel, Basecamp, Slack, MailChimp

HTML5, CSS3, Sass, jQuery, WordPress

Interests

History and styles of art, design, illustration, architecture, and furniture

Letterpress printing and screenprinting

Woodworking

Music, guitars, and synthesizers