

# DANIEL KNAPP

## SUMMARY

Experienced, thoughtful designer with excellent writing and communication skills looking to be a valuable team member at an innovative company.

## CONTACT

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## PORTFOLIO

dnknapp.com/design2016

## PROFESSIONAL EXPERIENCE

### UX Designer Impart Creative

Philadelphia, PA  
Digital agency  
2015 to present

#### Accomplishments & Responsibilities

Worked directly with clients to identify needs and strategically meet business goals through all stages of web design, leading to high client satisfaction.

Guided creation of content by conducting site audits, identifying priorities and organizing taxonomies for information architecture and sitemaps.

Designed and illustrated user interface elements in various styles appropriate to clients' brand identities.

Collaborated with developer to implement complex features in highly-customized WordPress sites, including using React as a frontend to WordPress.

Applied knowledge of HTML5 and CSS3/ Sass to contribute to and speed up development workflow.

Learned new skills, such as animation, to increase services offered and meet client needs.

### Senior Graphic Designer Mighty Engine

Philadelphia, PA  
Strategy, advertising, and interactive firm  
2013 to 2015

#### Accomplishments & Responsibilities

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.

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

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

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

Contributed creative concepts to strategic campaign messages and client pitches.

### Graphic Designer and Marketing Specialist SMG

West Conshohocken, PA  
Venue management company operating more than 230 facilities  
2005 to 2013

#### Accomplishments & Responsibilities

Improved quality of proposals, advertisements, and sales materials to reflect company's status as the industry leader.

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 for potential clients, including logos, print campaigns, signage, and menus.

## EDUCATION

### Cornell University Ithaca, NY

B.S. Communication,  
Concentration in English  
2003

## SKILLS & TECHNOLOGY

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

Advanced skills in Adobe Illustrator, Photoshop, InDesign, Acrobat

Knowledge of HTML5, CSS3, Sass, jQuery, WordPress

Excellent writing and communication skills

Talented illustrator with both freehand and digital skills; command of a variety of styles, typography and hand lettering

## INTERESTS

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

Printmaking

Woodworking

Music, guitars, and synthesizers