

DANIEL N. 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/design2015

PROFESSIONAL EXPERIENCE

Senior Graphic Designer Mighty Engine

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

Accomplishments

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.

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

Responsibilities

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

Direct 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.

Apply knowledge of front-end development to create responsive designs and help resolve complications in development.

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

Contribute 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

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

Reduced frequency of typographical and grammatical errors in proposals, press releases, and other documents.

Responsibilities

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, concession stand signage, and menus.

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

Wrote and edited press releases.

EDUCATION

Cornell University Ithaca, NY

B.S. Communication,
Concentration in English
2003

SKILLS & TECHNOLOGY

Efficient and organized in planning and executing projects

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

Keen typographic eye, with hand lettering ability

INTERESTS

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

Screen printing

Woodworking

Music, guitars, and synthesizers