

# Daniel R Farrell

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## EXPERIENCE

### **Freelance – Design Consultant**

MAR 2016 - PRESENT

Provided web, advertising, marketing, logo, and mobile design for clients across the spectrum of \$100 million startups and top 100 iOS apps.

### **Defy Marketing – Lead Designer**

JUN 2016 - PRESENT

Single-handedly designed websites, brands, packaging, logos, dashboards and apps for a variety of clients spanning \$40 million startups to large corporations.

### **Flowhub LLC – Designer**

JUN 2016 - OCT 2016

Redesigned the entire cashier section of Flowhub's cannabis POS that conducts thousands of transactions a day, advocated for accessibility, prototyped web and mobile interactions, acted as primary liaison between design and development.

## SKILLS

Sketch, FL Studio, InVision, InDesign, After Effects, basics in Solidworks & Blender 3D  
Copywriting, HTML/CSS, FramerJS, basic proficiency in C, MATLAB, LabVIEW  
German (conversational)

## LEADERSHIP

### **Wanderlift – Cofounder and COO**

AUG 2016 - PRESENT

Launched and redesigned a ridesharing application. Currently product-managing the team through app, marketing and business development. Over 500 users and counting.

### **Dynamize Startup Club – Board Member**

MAR 2015 - PRESENT

Organized and hosted weekly meetings, coordinated and ran workshops, provided mentors, resources, and guidance for students to launch their own startups on campus.

### **Model United Nations – Founder**

APR 2013 - JUN 2014

Tripled membership from first year. Coordinated transportation, housing, and scholarships for members to attend conferences.

## EDUCATION

### **B.S. Mechanical Engineering – University of Denver**

JUNE 2018

Completed coursework includes Mechanical Systems, Circuits, Gateway to Business, Dynamics, Differential Equations, C programming, MATLAB programming, Material Science, Fluid Dynamics. Self-taught product design and UI/UX.

## SERVICE

### **Tohoku Benefit – Lead Organizer**

Raised \$3,000 for Red Cross to help victims of 2011 Japanese Tsunami

### **Benefit Fundraisers – Lead Organizer**

Organized various local food bank, high school club and sport fundraiser events, collectively totalling thousands of dollars in donations

### **intrn.co – Cofounder**

Launching open-source, skills-based internship platform to get talented students jobs

## HONORS

**2016 KPCB Fellowship Finalist** Kleiner Perkins Caufield & Byers

**United Nations Speech Finalist** IOOF UN Pilgrimage

**Daniel Ritchie Scholar** University of Denver

**Venture Competition Judge** Daniels College of Business

**1st Place in the State of Oregon** National German Exam 2014

**Senior Journalism Award** St. Mary's High School

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