

Daniel R Farrell

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DRFARRELL.GITHUB.IO

EXPERIENCE

Freelance – Design Consultant

MAR 2015 - PRESENT

Provided web, UI/UX, visual, brand, interaction, logo, product, 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 clients spanning \$40 million startups to large corporations.

Flowhub LLC – Designer

JUN 2016 - OCT 2016

Redesigned the cashier section of Flowhub's cannabis POS, advocated for UI accessibility via text hierarchy and contrast, prototyped web and mobile interactions, acted as primary liaison between design and development.

SKILLS

Sketch, Figma, FL Studio, InVision, InDesign, After Effects, basics of Solidworks, Blender 3D Copywriting, HTML/CSS, Framer, iMovie, basic proficiency in Swift, C, MATLAB, LabView German (conversational, 5 years), Chinese (elementary, 6 months)

LEADERSHIP

Boom Supersonic – Project Manager

AUG 2017 - PRESENT

Leading a team of six engineers to build an active noise reduction system for business-class passengers on a supersonic airliner. Final academic design project for degree.

Wanderlift – Cofounder, Lead Designer

AUG 2016 - PRESENT

Launched a ridesharing app that fulfilled over 11,000 miles in 8 weeks. 110 registered drivers and 1000+ registered riders. Currently managing the team through product and business development. Discussed M&A opportunity with Zipcar.

Dynamize Startup Club – Cofounder, President

MAR 2015 - PRESENT

Organized weekly meetings, ran workshops, provided mentors, resources, and guidance for 50+ student founders to launch their own startups.

EDUCATION

B.S. Mechanical Engineering – University of Denver

JUNE 2018

Completed coursework by graduation includes Mechanical Systems, Intro to Aerospace I and II, Dynamics I and II, Differential Equations, C programming, MATLAB programming, Material Science, Circuits, Fluid Dynamics, Thermodynamics. Self-taught product design.

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

10.10.10 Cities – Design Sprint Volunteer

Provided expertise in the transportation vertical for serial entrepreneurs to evaluate their next impact-driven business in the 10.10.10 accelerator.

HONORS

2016, 2017, 2018 KPCB Fellowship Finalist Kleiner Perkins Caufield & Byers

Global Grand Challenges Finalist National Academy of Engineering

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

To whom it may concern,

It is my pleasure to write this letter of professional recommendation on behalf of Daniel Farrell in his relentless pursuit of changing the world through elegant, simple, and functional design.

I had the unforgettable enjoyment of supervising Daniel as a product and visual designer at Flowhub in Denver, Colorado. Flowhub builds application software for the growing legal cannabis compliance industry throughout the nation. With no prior experience or knowledge of the industry (he doesn't even indulge, as far as I know), Daniel proved himself to be an incredibly quick learner of the extensive and intricate regulations imposed upon the industry, and excelled in designing around them.

Daniel was a delightful and necessary addition to our small team, of which he was only the 2nd designer alongside myself. Tight deadlines, quick turnarounds, and huge workloads are just part of the territory, and Daniel handled it with an ease and coolness that is hard to find in a busy mechanical engineering student with a penchant for startups.

One of the most beneficial weapons in Daniel's arsenal, for Flowhub, was his ability to quickly prototype—in code—user interactions and animations within our web and mobile applications. We utilized this ability to show interactions and provide usable code to our developers for implementing the design, instead of vague descriptions of how we'd hope it to look and function, with endless iteration. Daniel was a huge part of improving this workflow.

Daniel's advocacy for the user and accessibility is unparalleled in his approach to design and delivery for implementation. I'm grateful to say that I've learned a lot from him in this regard. Working with our developers, Daniel would hound and pound until the final product came out as it was designed, and iterate based on user feedback. In the familiar world where a designer has an endless stream of projects, deliverables, and fast-approaching deadlines, it's easy to let the small details fall by the wayside; but Daniel doesn't.

As a student of mechanical engineering, Daniel also possesses a breadth of knowledge and mastery of traditional design methodologies, learned outside of schooling through his own personal passion for beautiful design. This is one of the things I respect most about Daniel: his immersion in a field for which he won't be graduating, simply because he loves it and believes it to be the determining factor in success and user/customer adoption.

Apart from pushing pixels and ease-in-out transitions, Daniel is a great presenter and articulator. In our weekly design meetings with developers and executives in tow, Daniel would clearly explain the details and decisions made behind a particular piece of design to get everybody on board. If I was unable to be present at any of these meetings, I was always confident that Daniel would handle it with ease, which he did on several occasions.

I tried to be brief, but there are plenty more positive things to be said of the Design Fort Ambassador that is Daniel Farrell. Sharp, funny, and hungry are 3 words I'd use to describe him, and to say that I'm excited to see his career and his impact on the design world take off would be a gross understatement. He would be a delightful and impactful addition to any product design team.

Please feel free to contact me if you'd like to speak further on his abilities and acumen at jon@flowhub.co or by phone at **847.207.5246**. Thank you for your time and consideration.

- Jonathan Wolfgang Eitel
Creative Director, Flowhub