



Daniel Hatch

6039 West Bull River Road
Highland, Utah 84003

C 801.376.6610
H 801.492.3467

daniel@hatchweb.com
hatchweb.com/portfolio

Curriculum Vitae

Contact Information

Name	Daniel Hatch
Address	6039 West Bull River Road Highland, Utah 84003
Phone	801.492.3467
Cell Phone	801.376.6610
Email	daniel@hatchweb.com

Personal Information

Date of Birth	January 9, 1969
Place of Birth	Stevens Point, Wisconsin
Spouse's Name	Tina Marie Hatch
Children	Emilee 15 yrs, Heather 15 yrs, Nathan 11 yrs, James 7 yrs



Work History

Partner/COO/UX Designer at Rain (MediaRain), 2004 - Present

Responsible for business management, accounting, and operations. Project management and producing of client projects both desktop and mobile. User experience design, prototyping, usability studies, focus groups, design studio and UX consulting. Agency has been a winner of 12 FWA Mobile awards, Webby & Addy awards. Small Agency of the Year Award in 2012.

President/Partner at Sundog Creative LLC, 1999 - 2004

Accounting and general business management. Pre-press production work and service bureau output. General graphic design, web design and database programming (Filemaker). Web design and programming (html, Flash, Lasso, & Php). Studio photography for clients.

Partner at SoftSphere 1999

Database development for managing complete print operations.

Partner/Graphics Supervisor at Label Express LLC, 1992 - 1999

Managed graphics department of 10 designers. Developed digital step & repeat system for flexographic press productions. Developed Orders/Quote system for printing management.

Graphics Department Supervisor at SoftCopy Inc, 1988 - 1992

Scheduling of graphic design production, graphic design, step & repeat camera work, image setting, film stripping & platemaking. Trained to run Flexographic web presses.

Layout Editor at UVCC College Times, 1987 - 1988

Responsible for designing, typesetting and paste-up of layouts for the newspaper spreads.

Typesetting Technician at LetterSetters, 1987

Typeset books and documents for outputting on digital imagesetters. Proficient at Aldus® Pagemaker and Adobe® Illustrator on first desktop Macs.

Academic Positions

Guest Lecturer (UX Design) at University of Utah, Spring 2013

Responsible for teaching 12 graduate students on user experience and design processes. Ran Illustrator/Photoshop Bootcamp, as well as brainstorm, namestorm exercises. Students presented semester projects to panel of business leaders.

Adjunct Instructor at Neumont University, Spring 2012

Taught 4 credit hour general graphic design survey class. Ran Illustrator/Photoshop Bootcamp. Design process and idea development. Provided syllabus and graded work.

Education

Masters of Graphic Design Candidate at Vermont College of Fine Arts, VT, 2013 - 2015

Researching graphic design teaching, historic perspectives on graphic design and typographic studies. Researched at the Frick Library NY, Morgan Library NY and Wolfsonian institute in Miami on graphic design history and typography.

Graphic Design Bachelors of Science at the Art Institute of Pittsburg, PA, 2006 - 2008

Studied typography, digital illustration, and advertising. Graduated with 4.0 grade point average and the Presidents award.

Graphic Design & Print Technology Associates at UVCC in Orem, UT, 1987 - 1990

Studied traditional prepress, paste-up, and camera technology. Also studied desktop publishing and digital media at the beginning of the Desktop Publishing Revolution.

Professional Presentations

Guest Speaker and Presenter at Adobe MAXX Convention, Fall 2011

Lectured on User Experience prototyping using Adobe Flash Catalyst at MAXX 2011.

Technical Presenter at FTA Flexo Conference, Summer 1992

Demonstrated and lectured on pre-press automation for the Flexographic printing process using desktop publishing technology.

Training

Personal Philosophy of Engagement Summer 2009

Institute of Applied Human Excellence (UVU)

Week long leadership training in Peru focusing on life goals and philosophy of engagement.

Studio Photography Techniques at UVSC Continuing Education, Fall 2002

Trained to use flash/hot lamps in studio photography applications for portrait and product photography.

Community Emergency Rescue Team Trained in 2003

Train in emergency medical and rescue procedures for community disaster response.

Indigo Digital Press Training at Indigo Training Facility Delaware, Winter 1998

Trained in running Indigo digital web presses and setting up pre-press environments.

Flexographic Prepress Training at Dupont Design Facility in Delaware, Spring 1990

Pre-press training on Dupont platemakers, camera's and prepress equipment.

Service and Leadership Activities

Scout leader & Deacons Advisor at Highland West Stake, 2009 - Present

Work with 12-14 year old boys in a scout troop. Plan and execute hiking, backpacking and general scouting excursions. Merit badge counselor.

Trek Documentation Chair at Highland West Stake, 2004, 2007, & 2011

Photography & shot video for stake wide Pioneer Trek for 3 years. Worked with a group of 5-6 photographers and hiked with the youth. Produced DVD of the experience for the youth in the stake.

Substitute Seminary Instructor at Church Education System, 1999 - 2000

Taught classes for teachers who had extended absences (1-2 weeks) for Jr High Schools, and High Schools in Utah Valley. Calling through Lehi West Stake.

Elders Quorum President at Lehi 3rd Ward in Lehi West Stake, 1996-1999

Presided over a quorum of elders and administered to their welfare.

Editor of Literary Magazine at Mountain View High School 1987

Responsible for production and editing of submissions to the school literary magazine. Contributed poems and illustrations.

Eagle Scout Recipient Fall 1981

For Eagle project produced and developed a puppet show and presented to children at the hospital. Fulfilled all merit badge and rank requirements.