



Striving for a harmony between functionality and aesthetics forms the inspiration of my design approach.

## Experience

### Portfolio Website (designedbydan.art) - Mason Gross School of the Arts

January 2022 — January 2024

- Developed and created a responsive website using HTML5, CSS3, and JavaScript.
- Drafted wireframes and prototypes in Figma for later reference during development.
- Established visual framework for user interface, navigation, pages, and all additional components.
- Provided support for a wider range of devices and accommodations for different resolutions.
- Leveraged feedback gathered from over 15 users, improving the overall user experience.
- Led design critiques in collaboration with 10 designers, evaluating the website for accessibility, functionality, interactivity, and content.

### Graphic Designer (Freelance / BullseyeTracker)

October 2018 — January 2019

- Designed a comprehensive visual identity for the brand, featuring a logomark, wordmark, and lockup.
- Created a 12-page style guide, ensuring visual cohesion and consistency in brand identity.
- Prepared for export additional assets including iconography for favicons and social media branding.

## Education & Skills

### Bachelor of Fine Arts (BFA, Design)

Rutgers University - Mason Gross School of the Arts, New Brunswick, NJ

May 2023

### Design

- User Interface Design (UI) • User Experience Design (UX) • Branding & Visual Identity
- Graphic Design • Adobe Creative Suite (CC) • Figma • Interaction Design

### Development

- HTML5 & CSS3 • JavaScript • Wordpress (CMS) • TypeScript