

DANIEL BAREZ

CONTACT

Portfolio

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PROFILE

I'm a highly motivated Senior Graphic Designer with seven years of experience in the areas of brand identity, brand development and packaging. There is a wide variety of design and creativity that falls under those pillars including advertising, web design, illustration and photography. From conceptualizing to creating, I am passionate about each project that I work on. There is no greater reward than seeing a finished product after putting your heart and soul into it. This is what drives me to be the best designer I can be, maintain a strong work ethic and go the extra mile.

SKILLS

- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- XD
- Lightroom
- Acrobat
- Bridge
- Packaging Structure
- Packaging Mock-Up
- Illustration
- Photography
- Videography
- Microsoft Office
- Marketing
- Copywriting
- Knowledge of HTML & CSS

EDUCATION

Plymouth State University
Plymouth, NH (9/11 - 5/15)
BFA Major: Graphic Design

Minor: Communications & Media Studies

GRAPHIC DESIGNER

EXPERIENCE

Allen Company, Inc. | Broomfield, CO

1/19 - Present

Senior Graphic Designer (August 2020 - Present)

- Conceptualize and develop new packaging structures to drive sales at retail.
- Communicate with vendors to determine cost, feasibility and shipping of packaging and signage seen in stores worldwide.
- Define corporate identity through refreshing company branding on packaging, website and tradeshow assets.
- Design branding and packaging for the segmentation of new brands under the Allen Company umbrella.
- Work on a variety of projects for the sales team including mailers, flyers and sales sheets, as well as marketing materials for tradeshow and social media.

Graphic Designer (January 2019 - July 2020)

- Designed new packaging specials for Walmart, Big 5, and other major retailers. Created and manipulated dielines for these specials, and worked closely with vendors through each project.
- Mocked up products in packaging and reviewed concepts from vendors and other designers.
- Took on a massive role in the preparation and design of two large trade show booths. This entailed the layout of the booth and product, as well as designing the signage and marketing materials for both shows.
- Outlined the extensive 2020 product catalog by developing a front and back cover, table of contents and cover pages for each product category. Worked closely with the design and product development teams in laying out each of these sections.

Toy State | Norwood, MA

6/15 - 10/18

Graphic Designer

- Designed unique and exciting products, packaging, advertisements, magazine layouts and trade show graphics.
- Lead designer on in-house brands, and licensed brands such as Hot Wheels and Teenage Mutant Ninja Turtles. Collaborated with the marketing team and licensors, striving to maintain brand standards and push them further by developing new and exciting packaging and advertising.
- Product photography and photo manipulation for packaging, advertisements, and all other company materials.
- Spearheaded design on both 2017 & 2018 product catalogs. Designed the template and worked collaboratively with other team members in applying this look to 100+ pages.

Hasbro | Pawtucket, RI

5/14 - 8/14

Graphic Designer (Intern)

- Developed new concepts throughout various departments such as Boy's Action (Avengers, Transformers, Jurassic World), Play-Doh and Monopoly.
- Designed my own product line consisting of generic KRE-O sets, as well as Transformers, GI-Joe and Star Trek.
- Created a toy concept that would combine KRE-O and Monopoly. I was given the opportunity to present this idea to the heads of major Hasbro brands.

Student Activities Office (PSU) | Plymouth, NH

9/13 - 5/15

Graphic Designer (Intern)

- Collaborated with student groups to brainstorm effective ideas for marketing strategies.
- Designed flyers, brochures, and T-shirts to promote student activities throughout campus.

CLUBS

Graphic Design Club | Plymouth, NH

9/14 - 5/15

President

- Planned meetings, events and design projects for all participating members.
- Designed logos and flyers for events such as Spring Fling, Battle of the Bands, and the Art Department exhibits.
- Oversaw design of a magazine called Carve which highlighted skiing and snowboarding in the New Hampshire area, including information, photography, and reviews written for students, by students.
- Organized an Alumni Show targeted for graphic design alumni members to exhibit some of their work in the Plymouth State Art Gallery.

PACE (Activities Club) | Plymouth, NH

9/12 - 5/15

Graphic Designer

- Designed posters, flyers, and T-shirts to market events for the organization and participating students on campus.
- Coordinated printing schedule with local print vendors to ensure quality and timeliness.