

# DANIEL BAREZ

Graphic Designer

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## EDUCATION

**09/2011 - 05/2015**

Plymouth, NH

### PLYMOUTH STATE UNIVERSITY

Bachelor of Fine Arts in Graphic Design

Minor: Communication and Media Studies

## EXPERIENCE

**01/2019 - PRESENT**

Louisville, CO

### ALLEN COMPANY, INC.

Senior Graphic Designer (08/2020 - Present)

- Conceptualization and execution of innovative packaging formats to increase brand exposure and product sales, while enhancing the customer experience
- Collaborate with the product development team to create new and exciting brands such as Terrain, Modern Leisure and Aqua Blast to expand the company's business and reach new markets
- Provide the sales team with packaging concepts and unique in-store displays to secure shelf space with major retailers such as Cabela's, Bass Pro Shops and Sportsman's Warehouse
- Manage the layout and implementation of a large-scale tradeshow booth by determining product placement, designing the signage and promotional materials and coordinating printing and shipping with vendors

Graphic Designer (01/2019 - 07/2020)

- Defined corporate identity while staying ahead of market trends through refreshing company branding across all print collateral and digital platforms
- Worked collectively with other designers, our photographer and videographer and the e-commerce team in ensuring the story we are telling is compelling and consistent, while producing high quality results
- Reviewed proofs and communicated with vendors to determine cost, feasibility and shipping of packaging and signage seen in stores all over the USA and Canada

**06/2015 - 10/2018**

Norwood, MA

### TOY STATE

Graphic Designer

- Lead brand and product designer on in-house brands and licensed brands such as Hot Wheels and Teenage Mutant Ninja Turtles
- Responsible for engaging product photography and photo manipulation for action shots seen on packaging, advertisements, website and social media posts
- Spearheaded the design on both 2017 and 2018 product catalogs, creating a visually appealing template and working with other team members in applying this look to 100+ pages

**05/2014 - 08/2014**

Pawtucket, RI

### HASBRO

Graphic Designer Intern

- Supported the Kre-O team through various stages of project development, including concept ideation, design execution, packaging mock-up and production
- Contributed to brainstorming sessions and design critiques, offering creative ideas and solutions across a variety of different brands including Marvel, Transformers and Play-Doh
- Created a toy concept that combined Kre-O and Monopoly and presented it to the heads of major Hasbro brands

**09/2013 - 05/2015**

Plymouth, NH

### STUDENT ACTIVITIES OFFICE

Graphic Designer Intern

- Partnered with student groups to brainstorm effective marketing strategies for their organizations and events
- Designed flyers, brochures, email campaigns and apparel to promote student activities throughout campus
- Coordinated schedules with our in-house team and local print vendors to ensure quality and timeliness

## SKILLS

Adobe Creative Suite • Photoshop • Illustrator • InDesign • Lightroom • XD • Mac OS • Brand Identity • Brand Design • Packaging Design  
Illustration • Photography • Microsoft Office • Teams • Outlook • Word • PowerPoint • Excel • Copywriting • Knowledge of HTML & CSS