



Daniel Brown

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Hi there!
Thanks for checking out my resume. I really appreciate it.
I've tried to keep this brief (I know you have better things to do), so if there is anything else you'd like to know, please don't hesitate to ask.

■ Snapshot

GRIFFIN			EMMA		
Senior Designer	Design Lead	Packaging Designer	Team Leader	Team Leader	Email Designer
Front End Designer	Front End Designer		Project Manager	Email Designer	
Now	09/15	03/15	08/12	05/09	09/07

■ Tools I Use

HTML / CSS LESS / SASS jQuery	Photoshop Illustrator Sublime Text	GIT CodeKit Evernote	Notebooks (lots) iTunes Coffee	Axure After Effects Mailchimp	Wrike Salesforce
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■ Details

FRONT END DESIGNER (GRIFFIN)	As a design team of one, I get to do a bit of everything to support Griffin's digital design needs. From conception to execution, I'm responsible for all of our email marketing, social media assets, and front-end web design, as well as on-going support for our online marketplaces (Amazon).	DESIGN LEAD (GRIFFIN)	Led a team of designers and a copywriter in support of our digital marketing. This was most often for our website, email, and social properties, but also involved video and animation. In this role, I was responsible for overseeing the whole process from messaging to implementation.
WEB DESIGN	I have my own web design business where I get to meet with customers, discover their needs, and translate those needs into something that's easy to use and effective. People have the idea that getting a website made is a big and scary ordeal — I enjoy showing them otherwise!	PROJECT MANAGER (EMMA)	During my time at Emma, we undertook the daunting task of completely rethinking our core business model and I got to be a large part of making it happen. Since the beginning, Emma had built its business on the idea of each customer receiving a custom designed email stationery which, as the business grew, became less and less sustainable. I helped conceive, concept, create, and execute a gallery of free pre-built designs customers could choose at any time. This was an enormous shift in business strategy for Emma and a tremendous learning experience.
PACKAGING DESIGN (GRIFFIN)	Designing product packaging for a multimillion dollar global company can be a daunting task. Working on something that will be seen in stores all around the world really teaches you to pay attention, be careful, sweat the details.		
TEAM LEADER (EMMA)	I had the privilege of leading a team of fifteen people encompassing four different roles. We had customer-facing design, design project managers, HTML email production coders and internal brand designers. I was responsible for everything from art direction and performance reviews to customer relations and big-picture departmental direction.	EMAIL DESIGNER (EMMA)	Was responsible for communicating with customers (both old and new) to ascertain their design needs as related to their email design. This was challenging work as we handled all client communication ourselves (at that time) so if a customer was unhappy, they had very easy access to their designer both by phone and email. Not only were top-notch design skills an absolute requirement, but limitless patience and good people skills, as well.