

Daniel McGlaughlin

Graphic Designer

danielmcglaughlin.com

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Expertise

InDesign	→
Photoshop	→
Illustrator	→
Acrobat	→
Lightroom	→
PowerPoint // Keynote	→
Sketch // Adobe XD	→
InVision	→
Digital Photography	→

Education

San Jose State
Graphic Design, 2008-2011

Ohlone College
Graphic Design, 2005-2008

Hobbies & Interests

Science Fiction & Fantasy
Paper Airplanes & Paper Crafts
Pop-up Books and Cards
Podcasting & Sound Branding

Core Competencies

Client Communication	Account Management	Collaborative Thinking
Brand Actuation	Web & Social Content Creation	Digital & Print Design
Iconography	Marketing Decks // Presentations	Production Design
Project Management	Resource & Time Allocation	Quality Assurance
GIF Animation	Multi-language Typesetting	Illustration

Work Experience

Principal

DanielMcGlaughlin.com

February 2013 – Present
San Francisco Bay Area

- > Operate freelance design company focused on serving clients through the energized arbitration of their brand identity and the creation of innovative design products
- > Support portfolio made up of a wide spectrum of clients such as municipalities, law firms, start-ups, and universities, delivering high-quality results for all, including:
 - > **City of San Mateo:** Developed logo for the municipality's Service Connect program, collaborating with UnclesLof Design and city leaders along the way
 - > **Fan.st:** Generated logo, web site, and mobile app UI for Livermore startup leaning on my expertise to lead the design process
 - > **University of California Office of the President:** Produced web banner and email headers within the brand standards of the UCOP
 - > **Sonic Nuance, LLC:** Consulted startup, providing logo refinements and initial styles for photography, marketing, and brand guidelines
 - > **Criterion Law:** Guided the firm through the design of a logo and stationery system, gathering their vision and matching it to accurate brand products

Senior Graphic Designer

NeoLife International

August 2007-December 2018
San Francisco Bay Area

- > Began tenure as a Graphic Designer but was **promoted to a senior-level position** after providing critical insight for new CEO's rebranding and global communications efforts
- > Ensured the conceptualization and execution of marketing collateral for the US market including flyers, brochures, slide decks, publication design, and event signage
- > Cultivated outstanding design quality and an unparalleled commitment to long-term strategic thinking, leveraging both to provide **inspiring leadership**
- > **Facilitated the development and maintenance of the organization's brand assets**, including offering art direction and expert attention to the NeoLife Brand Guidelines
- > Communicated with stakeholders, leadership, and **departmental representatives across the globe** to ensure assets were understood and executed properly
- > **Led a research initiative to support marketing** for a new product line, which enabled a successful launch and an **18% increase in projected annual revenue** for the brand
- > Implemented new operating procedures for Communications Department, improving workflow and **decreasing the need for outsourcing translations** and resource hunting
- > **Partnered with CEO, Lead Graphic Designer, and the Product & Science team** to seek creative, design-led solutions to overcome challenging projects