Daniel McGlaughlin

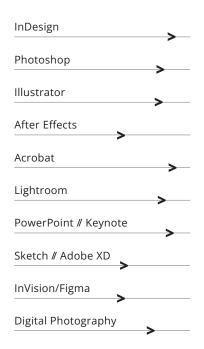
Graphic Designer



\(\) 510 305 5012



Expertise



Education

San Jose State

Graphic Design, 2008-2011

Ohlone College

Graphic Design, 2005-2008

Hobbies & Interests

Podcasting & Audio Branding
Augmented Reality
Science Fiction & Fantasy
Paper Airplanes & Paper Crafts
Pop-up Books & Cards

Core Competencies

Brand Actuation Studio Photography GIF Animation
Web & Social Content Creation Digital & Print Design Iconography
Technical Decks // Presentations Information Design Graphic Illustration

Work Experience

Graphic Designer

Technical Publications at Meta

June 2021 - Present Fremont, CA (remote during COVID)

- Interacts daily with all levels of staff including Subject Matter Experts, V-level, M-level, supervisors, and co-workers across Meta to design internal brands, presentations, artwork and websites using both Adobe and internal tools
- > Created globally viewed brand within the Privacy sector which includes conceptulizing then executing style, logo, web assets and a slide deck.
- > Executes production of globally scaling, high visibility, complex graphics, newsletters, pitch decks, workflow and organizational charts

Senior Graphic Designer

MicroDental Laboratories

April 2019 - June 2021 Livermore, CA

- Planned, designed and coordinated production of new packaging in response to COVID-19, sourcing an easy to disinfect laminate for medical deliverables
- > Introduced presentation storytelling foundations to top-level staff enabling more engaging and effective presentations company wide
- > Launched DesignOps initiative to increase efficiency; generating templates and an internal MARCOM Website to distribute current marketing collateral and assets

Senior Graphic Designer

NeoLife International

August 2007 - December 2018 Fremont, CA

- 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

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
 - > Youngs Cleaners / Ongoing: Consults on marketing strategies and owner to transform company from a dry-cleaner to a lifestyle company
 - > **Brisk It Labs / Dec.2021**: Worked directly with founder to create multiple packaging solutions and manuals for the launch of their disruptive smart-BBQ unit