

Daniel McGlaughlin

Graphic Designer

danielmcglaughlin.com

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Expertise

InDesign →

Photoshop →

Illustrator →

After Effects →

Acrobat →

Lightroom →

PowerPoint // Keynote →

Sketch // Adobe XD →

InVision/Figma →

Digital Photography →

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 conceptualizing 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