

Daniel McGlaughlin

Senior Graphic Designer

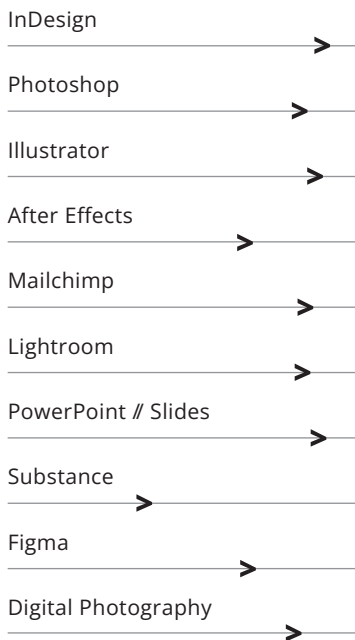
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Expertise



Education

San Jose State

Graphic Design, 2008-2011

Ohlone College

Graphic Design, 2005-2008

Hobbies & Interests

Podcasting & Audio Branding
Augmented Reality
Virtual 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

Senior Graphic Designer (Contingent)

Meta - Techpubs

June 2021 - February 2023

Fremont, CA (Hybrid)

Accomplishments

Partnered with the Manager of Privacy and Planning to develop the internal brand for **Data Analysis Privacy Review, the largest internal launch of Meta's privacy group**. Through my design work, the training materials and website received an overwhelmingly positive response from users, with **98% positive feedback**. The training session was also well-attended, with **participants remaining engaged throughout the hour-long presentation**.

- > **Lead intake meetings with data and hardware engineers across Meta** to understand and produce internal communication deliverables
- > **Executes globally scaling, high visibility, complex graphics**, animations, technical newsletters, complex workflow charts, and event branding
- > **Introduced AI image generation tools** to rapidly generate multiple concepts in order to meet strict deadlines and fulfill stakeholder metrics

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MicroDental Laboratories

April 2019 - June 2021

Livermore, CA

Partnered with Director of Marketing to refocus on digital outreach using a variety of tools such as Mailchimp, social media carousels, short form video, and a podcast—resulting in increased Continuing Education **event registrations by 150%, awareness and conversion by 15%, and retention by 10% in one year**

- > **Coordinated production and designed new packaging** in response to COVID-19, sourcing an easy-to-disinfect laminate for medical deliverables
- > **Launched DesignOps initiative to increase efficiency**; generating templates and an internal MARCOM Website to distribute current marketing collateral and assets
- > Capitalized on the growing interest in **podcasts by launching, producing, and advertising Smiles Matter™ Podcast** maintaining connections with customers during the dental office lockdown of COVID-19

Senior Graphic Designer

NeoLife International

August 2007 - December 2018

Fremont, CA

- > Communicated with stakeholders, leadership, and **departmental representatives across the globe** to advocate brand actuation and supporting assets were understood and executed properly
- > **Led a research initiative to support marketing** for a new product line, which enabled the 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