



OCTOLOGIC

MULTIMEDIA DESIGNER

DANIEL T WALSH
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- GRAPHIC DESIGN
- PHOTOGRAPHY
- VIDEOGRAPHY
- CREATIVE DIRECTION
- PRINT DESIGN
- PRODUCT DESIGN
- PRODUCTION MANAGEMENT
- PACKAGE DESIGN
- UX/UI DESIGN
- ADVERTISEMENT DESIGN
- WEBSITE DESIGN

EXPERIENCE

OCTOLOGIC DESIGN 6 YEARS

Owner/ Multimedia Designer

- || Created personal / company brand to pursue passion in design
- || Designed logos, brochures, websites, and videos

F'REAL FOODS 3 MONTHS

Multimedia Designer

- || Designed POS, tradeshow, ads, brochures for new product line
- || Product photography / Photo editing
- || Videography / Video Editing

WELLS FARGO 3 MONTHS

CX Interaction Designer

- || Redesigned internal employee web portals for Wells Fargo
- || Worked on site hierarchy, navigation, iconography, and color theory
- || Provided site guidelines for site managers to execute redesign to 200 sites

GENTUX/ ZTAILORS 1 YEAR 3 MONTHS

Graphic Designer

- || A part of launching Generation Tux and zTailors
- || Designed print collateral: product displays, certificates, booklets, etc.
- || Designed animated email campaigns
- || Web design for both Generation Tux and entire zTailor website
- || UI/UX for mobile app
- || Designed social media ad campings

COLE PRINT & MARKETING 2.5 YEARS

Production Manager / Graphic Designer

- || Specialized in brand management
- || Design: logo creation, business materials, web layouts, product design
- || Production: digital printing / grand format / silk screen / sewing embroidery / DTG printing / dye sublimation / vehicle & wall wraps
- || Management: trained employees / created pricing & invoices reported inventory / supplier & vendor communications
- || Advertisement: email campaigns / coordinated bulk mail outs variable data layout / product packaging

EDUCATION

DIABLO VALLEY COLLEGE

- || Business & Design

LYNDA.COM CERTIFIED

- || Typing
- || InDesign
- || Bootstrap
- || Wordpress
- || Graphic Design History
- || Illustrator
- || Typography
- || Photoshop

SKILLS / QUALIFICATIONS

OFFICE

- || Management
- || Client Relations
- || Proficient in PC & Mac
- || Microsoft Office
- || Presentations
- || File Management

CREATIVE

- || Adobe Illustrator
- || Adobe Photoshop
- || Adobe InDesign
- || Wire-framing
- || Brand Management
- || Sublime Text 3
- || HTML / CSS / Javascript
- || Photography
- || Photo Manipulation
- || Video Editing / Animation

HANDS-ON

- || Wall / Car Wrap Installation
- || Construct Custom Products