



DANIEL THOMAS WALSH

Deep understanding of visual aesthetics, brand identity, and their emotional impact on consumers. Applies multi-disciplinary expertise at the inception, process, and execution of intelligent design solutions. Spots a problem and does something about it. Resourceful, quick, personable, with a passion for creative storytelling and the nuances of shared visual language.

OCTOLOGIC MULTIMEDIA DESIGNER

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CREATIVE DIRECTION

BRAND IDENTITY

VISUAL DESIGN

PRINT DESIGN

PHOTOGRAPHY

UX/UI DESIGN

PRODUCT DESIGN

VIDEOGRAPHY

EDUCATION

2011 - 2015

DIABLO VALLEY COLLEGE

Business & Design

2017 - PRESENT

WEBFLOW UNIVERSITY

Web-building platform

SKILLS

Adobe CC

Adobe XD

Illustrator

Photoshop

After Effects

Keynote

Photography

Videography

Lighting

Sublimetext 3

HTML

CSS

EXPERIENCE

MAR 2017 - PRESENT

MULTIMEDIA DESIGNER

F' REAL FOODS

Sculpted the brand identity for a new line of products. Leads product photography, video production, and editing. Consistently delivers smart design solutions across a breadth of media, from trade show print to digital ad designs, site landing experiences, and how-to videos.

NOV 2016 - JAN 2017

CX INTERACTION DESIGNER

WELLS FARGO

Improved the daily lives of Wells Fargo employees with a reimagined web portal. Streamlined site hierarchy and navigation. Revitalized with fresh iconography and color theory. Established system design guidelines for site managers to execute across 200+ nationwide sites.

MAR 2015 - JULY 2016

GRAPHIC DESIGNER

ZTAILORS / GENTUX

Championed business initiatives with elegant web and print design, bold advertising, strategic email campaigns, and animated GIFs. Collaborated with the marketing team to announce Generation Tux at the 2015 Dreamforce Conference. Designed email campaigns for the First Couple of 2016 in NYC, Time Square.

MAY 2012 - AUG 2013 - NOV 2014

PRODUCTION MANAGER

↳ GRAPHIC DESIGNER

COLE PRINT & MARKETING

From creative conceptualization to methodical execution, collaborated seamlessly with clients to shape strong brand identity and market presence. Managed a team of talented designers and production workers. Worked with clients on projects from concept to design all the way to installation.

2010 - PRESENT

FOUNDER / OWNER

OCTOLOGIC DESIGN

Exercised entrepreneurial, self-starter initiative to launch an independent design and consulting firm with the objective of creating beautiful, human-centered, multimedia designs.