

# Dan Wheeler

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## PROFESSIONAL EXPERIENCE

### Knowledge Universe

#### Production Manager/Lead Designer

Portland, OR  
March 2013 - Present

Project: a series of course curricula manuals spanning 2 age groups and 3 seasons.

Final delivery will consist of 12 manuals (2 manuals each for Preschool and Prekindergarten over the Fall, Winter and Spring seasons) averaging more than 450 pages each. Managed team of 2-3 designers and trained them to use my custom-created template/styling solution to ensure 100% consistency over this large-scope project. Primary focus was to create a robust, automated styling solution so page 1 would precisely match page 5500.

### HERENOW Creative Network

#### Graphic Designer/Production Artist

Portland, OR  
August 2012 - March 2013

Created directives and decks for agency client, Nike, and their retail partners (Dick's Sporting Goods, Modell's, Champs, Scheels, MC Sports, Dunham's Sports) to serve as creative bible and practical guide to multi-market retail installs, including mechanical-ready assets and material specifications, for multiple categories (Baseball, Running, Athletic Training, NFL, Jordan). Retouch/adapt/create assets as needed.

### Omedia Interactive

#### Book Designer

Portland, OR  
August 2012 - October 2013

Project: a series of short story anthologies: 35 stories (476 pages), 8 stories (183 pages), 9 stories (174 pages).

Primary focus was to find appropriate grace notes to stylistically unify all the stories while maintaining legibility and smooth text flow.

### Ecova

#### Graphic Designer/Production Artist

Portland, OR  
October 2010 - August 2012

Project: apply new corporate brand identity to all existing collateral.

Adapted 22 case studies, 7 data sheets, 15 custom tradeshow and website graphics to new corporate creative guidelines after Advantage IQ and Ecos merged to become Ecova.

### Willamette Valley Medical Center

#### Graphic Designer

Portland, OR  
May 2010 - April 2013

Project: a rebranding project to redesign all patient-facing joint replacement materials.

Concepted, designed and delivered 2 50-page guidebooks, 8 newsletters, 24 posters and 5 brochures on time and under budget.

### Parsons Brinckerhoff

#### Graphic Designer/Production Artist

Portland, OR  
March 2010 - July 2012

Project: a 582 page environmental impact study.

Incorporated material from 7 environmental reports and styled it into a cohesive whole consisting of 12 chapters, 11 appendices and 4 tables of contents. Created all accompanying graphics (84 maps, 86 tables and 28 graphs). Oversaw document through 3 rounds of review by related state and federal agencies.

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**52 Limited**

Portland, OR

**Graphic Designer/Production Artist**

March 2010 - Present

Client List: Conservation Services Group, Pacific Crest Securities, Henry V, happylucky, Opolis Design, Real Food Real Life, FoodCartsPortland.com, Merisel, Print International

Freelance designer and artist for a variety of local clients fulfilling creative, studio and production needs.

**Oregon Kombucha**

Portland, OR

**Graphic Designer/Brand Consultant**

January 2010 - May 2012

Project: Initiate brand identity for new company.

Establish visual style and design all retail packaging a local start-up beverage company. Product line launched Spring 2010 with 6 flavors available in bottles or starter kits and carried by such vendors as Powell's, Zupan's, People's Food Co-op and Food Front Co-op.

**iris worldwide**

New York City, NY/Portland, OR

**Mid-Level Creative/Production Designer**

November 2008 - December 2009

Relocated cross-country to open newest office of a premiere European marketing firm expanding in the US; sole production and creative resource on the West Coast.

- Execute Senior Creative concepts as final artwork
- Work remotely and independently on projects for multiple clients from both US offices
- Create and manage digital assets on servers on both coasts

**DraftFCB**

New York City, NY

**Project Manager**

November 2005 - November 2008

Lead studio artist on all Healthcare & Pharmaceutical work (client list: **Merck, GlaxoSmithKline, Pfizer, Roche, Boehringer Ingelheim, MedImmune**); floater to Digital Quality Control Department.

- Maintain all studio files to client-specified technical standards, the most stringent in the industry
- Train and oversee new hires and freelance studio artists
- Pre-press, package and release final mechanicals as per vendor/client specs

**McCann Worldgroup**

New York City, NY

**Studio Coordinator - Verizon Studio**

January 2005 - September 2005

Manager of an independent sub-studio devoted to **Verizon**, the largest single account (\$350 million) at the agency; direct supervisor of 9 designers.

**HarperCollins, Publicis, Hill Holiday**

New York City, NY

**Production Designer/Studio Artist**

November 2004 - November 2005

Freelance resource for high-profile NYC agencies fulfilling creative, studio and production needs.

**One Source Printing**

New York City, NY

**Production Designer**

November 2002 - August 2004

Primary technical resource for the sales staff; liaison between the head office and printing facility.

**EDUCATION**

New York University, Tisch School of the Arts, New York; B.A. in Dramatic Writing, June 1995.