

dan

Dan Dinsmore Graphic Design

Philadelphia, PA
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Education

Philadelphia University

Philadelphia, PA August 2009 – May 2013

B.S. in Graphic Design Communication
GPA: 3.4

Nuova Accademia di Belle Arti Milano (NABA)

Milan, Italy January 2012 – May 2012

Graphic and Exhibition Design at NABA
GPA: 3.8

Technical Skills

Core Abilities: Typography, Layout Design, Logo Design, Branding / Identity Design, Illustration, Photography, Photo editing

Software: Adobe Creative Cloud, Adobe Indesign, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe After Effects, Adobe Acrobat Pro, Microsoft PowerPoint

Production: Character Styles, Paragraph Styles, GREP Styling, Master pages, FTP, Hand-comping

Hand Rendering: Pencil Sketching, Pen and Ink, Scratch board, Hand-drawn Typography, Prisma Color Markers, Wacom Tablet, Photoshop Painting

Photography: Studio photography, Studio Lighting, indoor/outdoor, product, fashion, nature, editorial, Photo Manipulation; Color Correction, Retouching, Resizing

Professional Experience

Graphic Designer

Visit Philadelphia

Philadelphia, PA August 2014–Present

Design and manage 7-10 creative projects a week which include, publications, brochures, infographics, icons, banners, billboards, posters, emails, social media graphics, postcards, t-shirts, from initial concept to final design and production as a part of a 7-member Creative Team

Participate and contribute in weekly advertising team meetings by giving input on and brainstorming team goals, campaign strategies, and creative solutions

Collaborate with Creative Services Manager weekly to improve inhouse standards of practice and workflow by reorganizing creative assets, creating templates, and creating new style guidelines for the Visit Philadelphia brand

Process 3-5 invoices weekly

Volunteered to assist in advertising photo shoots on a regular basis

Graphic Design & Production Intern / Freelancer

Medimedia Managed Markets

Yardley, PA September 2013–July 2014

Designed, edited, and produced up to 10K worth of print and digital items per week, including brochures, flashcards, booklets, mailers, exhibit signage, and more for global pharmaceutical brands as part of the 14-member Creative Team

Implemented revisions on 8–10 print / digital projects per day in accordance with best production practices and client guidelines

Prepared 12–15 projects per week for release to printer FTP

Brainstormed, sketched, and created mock-ups, initial layouts and original designs in collaboration with Associate Creative Directors and Project Managers

Praised for quick learning ability and exemplary performance in production

Freelance Graphic Designer

Philadelphia University Student Development / Public Relations

Philadelphia, PA May 2013–May 2014

Collaborated with Senior Marketing Manager and Graphic Designer to design and produce 5–7 e-mails, 3–5 postcards, various newsletters, and brochures on a weekly basis

Improved efficiency of workflow during high traffic work times by implementing use of templates and proper text styling methods

Additional Work Experience

Freelance Illustrator and Photographer

Jersey Man Magazine

Cherry Hill, NJ December 2011 – Present

Freelance Graphic Designer

Equalman Studios

Philadelphia, PA

September 2013 – December 2013

Student Government Association

Graphic Designer

Philadelphia University Student Activities

Philadelphia, PA August 2012 – May 2013

Graphic Design Summer Intern

Philadelphia University Student Development

Philadelphia, PA May 2012 – August 2013

Kanbar Campus Center Building Manager

Philadelphia University Student Center

Philadelphia, PA August 2010 – May 2013

Philadelphia University Orientation Leader

Philadelphia University Student Development

Philadelphia, PA May 2010 – August 2011