

# Daniel Feldman

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## Education

Parsons, The New School  
BFA Communication Design  
Class of 2018

## Skills

Branding, Photography, Graphic Design,  
Video, Motion Graphics, Packaging Design,  
Art Direction, Print Design, Illustration,  
Basic HTML and CSS, Typeface Design

## Software

Photoshop, Illustrator, Indesign, Premiere,  
After Effects, Figma, Sketch, Invision, Adobe  
XD, Glyphs

## Tend

Current  
2018+

## Graphic Designer

- + Early team member before launch and created a lot of the foundational work
- + Extended the brand system across physical space, web, print, and ad
- + Ideated in a quick-paced startup environment, launching 3 locations in 8 months

## Trapezoid Studio

Current  
2018+

## Founder

- + Working across branding/identity, photography, video, and front end web
- + Clients ranging from startups to fortune 500 companies
- + Licensed NYC Based LLC

## Juxtapose

6 Months  
2018-2019

## Design Consultant

- + Consulted for a VC incubator to help build a brand for a new company
- + Helped conduct user research and create early experience roadmaps
- + Created wireframes and conceptualized customer journeys
- + Helped shape the vision of the company in incubation

## Gin Lane

3 Months  
2018-2018

## Senior Brand Designer

- + Contract position
- + Established a brand identity for a new fin-tech company
- + Worked closely with the client to help integrate the work

## VSA Partners

1 Year 3 Months  
2017-2018

## Visual Designer

- + Brought on full time following their summer internship
- + Lead designer on multiple projects across brand identity and front end web
- + Specializing in identity, but also working on digital product
- + Created illustrations and kinetic assets for many clients

## Saatchi & Saatchi

3 Months  
2016-2016

## Design Intern

- + Worked on campaigns for Fortune 500 clients
- + Developed brand assets to support TV commercials and social channels
- + Participated in new business pitches