

Daniel Feldman

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designbydf.com

Education

Parsons, The New School
BFA Communication Design
Class of 2018

Skills

Branding, Photography, Graphic Design,
Cinematography, Packaging Design,
Creative Direction, Publication Design,
Basic HTML, CSS, and Java, Typeface Design

Software

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

Trapezoid Studio

Current
2018

Principal and Founder

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

VSA Partners

Current
2018

Graphic Designer

- + Brought on full time following their summer internship
- + Lead designer on multiple projects across brand identity and brand expression
- + Specializing in brand expression, but also working on digital projects
- + Creating illustrations for multiple clients

VSA Partners

3 Months
2017

Graphic Design Intern

- + Worked across multiple large accounts, including Google, IBM, and Lurie Children's Hospital
- + Traveled to the Chicago office in order to assist the Chicago team in a RFP
- + Owned directions in 4 different brand projects
- + Created and iterated on physical packaging prototypes for Google

Saatchi & Saatchi

3 Months
2016

Graphic Design Intern

- + Assisted design team directly under Blake Enting, Worldwide Design Director
- + Provided additional support to Accounts Team while design team was occupied
- + Participated in an agency wide pitch for new business, brainstorming and executing various rounds of iteration as well as assisting the design team during extended hours
- + Developed assets for major clients utilizing Adobe CC
- + Lead a team of 5 other interns in a creative intern brief

Mayday Creative Agency

3 Months
2015

Graphic Design Intern

- + Collaboratively branded multiple startups including projects such as logo design, signage and wayfinding, brand assets, product design, and more
- + Acted as sole in-house photographer for several clients
- + Designed front end and UI for both mobile applications as well as web based products
- + Created digital content for various clients
- + Expanded internal branding and social media presence

The Bull White House

3 Months
2014

Creative Intern

- + Contributed to the design team in conceptual brand analysis and demographic development
- + Completed a solo brief, exposing me to the whole creative process from concept and research to execution
- + Created a series of content for social media

+ Others

Other experience includes:

- + Event Photographer with Full Deck Media, Randolph NJ
- + Lead Graphic Designer at SOAP (Sorenson Office), Architecture Startup in Brooklyn NY
- + Lead Graphic Designer at Pixicause, Nonprofit Technology Startup in New York NY