



# DAN SEVERANCE

GRAPHIC DESIGNER

## EDUCATION

### BACHELOR OF ARTS

ELON UNIVERSITY | 2016-2020

CUMULATIVE GPA: 3.307

MAJOR IN COMMUNICATION DESIGN

MINOR IN BUSINESS ADMINISTRATION

### STUDY ABROAD (DENMARK)

DIS IN SCANDINAVIA | FALL 2018

DESIGN, NEW MEDIA

## SKILLS

### SOFTWARE

- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- ADOBE PHOTOSHOP
- ADOBE XD
- ADOBE PREMIERE
- PROCREATE
- MICROSOFT (WORD, EXCEL, POWERPOINT)
- GOOGLE (DRIVE, DOCS, SLIDES, EXCEL)
- SKETCH
- FIGMA
- WORDPRESS
- HTML, CSS

### MEDIA

- INSTAGRAM
- FACEBOOK
- SNAPCHAT
- YOUTUBE

## CONTACT

### PHONE NUMBER

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### EMAIL

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### LINKEDIN

www.linkedin.com/in/danielfseverance

### PORTFOLIO

danielfseverance.com

## WORK EXPERIENCE

### GRAPHIC DESIGNER (PART-TIME)

MOORE STRATEGIES LLC | JULY 2021-PRESENT

- Strengthened clients' social media identities through designing posts that cater to the established visual brand
- Refined client website user experience and user interface through competitor analysis
- Collaborated with design team on design audits, visual identity development/brainstorm, client check-ins, etc.

### GRAPHIC DESIGNER (FREELANCE)

MOMENTUM COMMUNICATIONS GROUP | OCTOBER 2020-PRESENT

- Headed annual report design for prominent non-profit organization
- Modernized brand identities through redesign to appeal to current target audiences
- Increased client email marketing presence through template design
- Designed wireframes & visual elements for project development
- Collaborated with account representative on design directions as well as critiques regarding layout, typography, and concept

### GRAPHIC DESIGNER

BOBBY VALENTINE FOR STAMFORD 2021 | MAY 2021-NOVEMBER 2021

- Developed visual identity and overall brand structure for campaign
- Established consistency for future design work through development of brand guidelines
- Designed campaign logos, walk cards, and deliverables for both digital and print projects

### CREATIVE CONTENT PRODUCER

LIVE OAK COMMUNICATIONS AGENCY | SPRING 2019-MAY 2020

- Produced effective print and digital solutions through utilization of creative briefs from account and analytics teams
- Designed logos, event campaigns, brand guides, and social media works for regional clients
- Maximized creative deliverable efficacy by participating in creative team (in-person and virtual) critique meetings
- Storyboarded photoshoots

### MARKETING & OUTREACH STUDENT COORDINATOR

CENTER FOR RACE, ETHNICITY, DIVERSITY EDUCATION | SPRING 2019-MAY 2020

- Advanced organization awareness with devised media campaigns
- Increased engagement/following on social media by organizing and executing post concepts aimed towards specific target audiences
- Furthered CREDE's visual identity by designing cohesive graphics and deliverables for program events and workbooks
- Strengthened CREDE's website user experience through collaboration with developers and design supervisor
- Solidified responsibilities of Marketing & Outreach position for future student coordinators