



Daniel Holden  
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I am a creative graphic design professional looking to obtain employment with a well established company. My background in fine arts and color theory have helped perfect my skills in logo development, print marketing and web site maintenance and design. I am a diligent, team-spirited designer looking forward to offering my skills to a successful design firm.

## Skill Set

**Photoshop** (11 Yrs) - Excellence in photo manipulation, color correcting, masking, layer configurations, brush techniques, actions and filter techniques.

**Flash** (4 Yrs ) - Proficiency in creating full flash web sites, banners, animations and flash video implementation. Comfortable using ActionScript 2 and 3.

**Dreamweaver** (5 Yrs) - Proficiency in SEO and constructing web sites with an understanding of HTML, XML, CSS and some JavaScript.

**Illustrator** (5 Yrs) - -Excellence in creating custom art, converting images into vector art, highly detailed illustrations and finalizing logos and style guides.

**InDesign** (4 Yrs) - Proficiency in laying out imagery, type and creating styles. Experience in creating multi-page projects from two page magazine spreads to books and brochures.

**MS Office Suite** (12 Yrs) - Experience in creating spreadsheets, powerpoints and letters.

**3D Modeling and CAD** programs such as: 3ds MAX, SolidWorks, CADkey and AutoCAD

## Related Experience

### dh design freelance work

Tampa, FL  
8/2002 - Present

- **Robert Azmitia Photography**

Consulted with artist to design creative and innovative business cards. Constructed and regularly maintain an interactive Flash web site to showcase the photographers portfolio and contact information. Developed the site using ActionScript coding, proper time line techniques, sound and multiple scenes. Used Photoshop to edit the photos to new specifications and help the photographer color correct the images. Finished the web site in Dreaweaver and applied meta tags for SEO.  
[www.robertazmitia.com](http://www.robertazmitia.com)

- **The Dream Society**

Led a team assigned to re-brand this non-profit organization. Provided the client with a sleek, new and modern logo along with collateral, direct mailers, brochures, social network icon and Flash banner advertisements. Utilized Photoshop to enhance and manipulate multiple images for a print campaign. Responsible for creating and managing Gantt charts for efficient workflow and project organization.

- **The Sult Law Firm**  
 Used Photoshop to create the images of a frame by frame interactive animation for the structure of the web site. This aesthetically pleasing site was later finished in Flash based on company needs and client consults. Responsible for total creative input including background imaging and page layouts.  
[www.tampacriminaldefenselawfirm.com](http://www.tampacriminaldefenselawfirm.com)
- **Bright House Networks**  
 Developed a series of home, office and school scenes used for commercial ads showcasing Bright House's internet and cable offerings. These were hand rendered illustrations done in Photoshop that were combined with video to produce.
- **Hamm's Welding**  
 Revamped existing company logo as well as the collateral design. The client needed a new look for his logo and business cards and after multiple meetings Photoshop, Dreamweaver and Illustrator were used to create the web site and stationary.  
[www.hammswelding.com](http://www.hammswelding.com)
- **Blueberry Hill Gardens**  
 Re-branded the company logo and designed new identity package utilizing Photoshop and Illustrator. After multiple consults with the client, helped her make quality decisions on paper stock and print process. Currently in process of launching Flash based web site for the client's portfolio, services, unique selling position and prices.

**Illustrator and Web Designer**

Created Flash web sites and multiple illustration advertisements with Crush Branding in a professional business environment. Became proficient with Adobe Flash and SEO techniques. Experienced client interactions, outsourced photographers and brain-storming sessions.  
[www.crushbranding.com](http://www.crushbranding.com)

Tampa, FL  
 8/2006 - 5/2008

**Intern/Freelance Designer**

Studied under Illustrator, Roc Goudreau who is highly recognized for his board game design and illustration work. This included intensive work with Photoshop's: masking, airbrushing, paths, opacity and lighting techniques. Clients included: Hasbro, Milton Bradley and School Zone Publishing  
[www.pgreps.com](http://www.pgreps.com)

Ware, MA  
 11/2001 - 8/2002

Education

**International Academy of Design & Technology**

Bachelor of Fine Arts in Graphic Design  
 Graduation: June 2011

Tampa, FL  
 4/2008 - Present

**International Academy of Design & Technology**

Associate of Science degree in Graphic Design

Tampa, FL  
 1/2006 - 3/2008