

danniver art+design

location brooklyn, ny

cell 347-415-9884

email design@danniver.com

website www.danniver.com

experience

Art Director

Madison Square Garden—Entertainment (New York, NY), 2011-present

Assist in leading and supporting the development and design of advertising and design needs for various creative projects including print collateral, online graphics, advertising, branding design, presence marketing, environmental graphics and merchandise; work closely with internal departments to review design needs and idea proposals; coordinate with the print production department regarding specifications of related design initiatives.

Designer

Oxford University Press, Inc.—Higher Education and Law (New York, NY), 2007-2011

Conceptualized and designed original Higher Education, Law, and Trade book covers; art directed freelance designers as needed; prepared mechanicals for press; oversaw and managed covers through routing, revisions, and approvals; designed/laid-out covers and face labels for ancillaries including study guides, instructor's manuals, CD's, and DVD's; researched stock art and photography; lead development of the design department's design guidelines; checked and approved cover proofs.

Art Director / Graphic Designer

Dan Niver Art+Design (Tampa, FL and Brooklyn, NY), 2001-present

Establish and operate a freelance design service; conceptualize, design, and create press-ready files for various company and event identities (logos, letterhead, business cards), brochures, postcards, posters, t-shirts, websites, eblasts, hangtags, etc. for a variety of industries including public relations, advertising, non-profit, financial, fitness, and publishing.

Graphic Designer / Production Artist

Crunch Fitness—Design/Marketing (New York, NY), 2006-2007

Designed and produced mechanicals for weekly print ads, outdoor billboards, metro lights, urban panels, wild postings, in-gym signage, gym exterior graphics and signage, outreach cards, monthly booklets, retail signage, retail clothing design, website updates and eblasts.

Graphic Designer

GTE Federal Credit Union—Marketing (Tampa, FL), 2004-2006

Designed and produced art and copy layouts for a variety of materials including brochures, posters, business forms, inserts, postcards, newsletters, flash videos, and t-shirts; designed and created web graphics and collaborated with IT in the main website design; emphasis was on creativity, design, layout, print preparation, and electronic layouts; created logos and branding of products, promotions and events; prepared final art for printer and checked proofs; designed and coded a monthly internal website/newsletter; introduced branding guidelines; collaborated with internal department heads on design initiatives.

Prepress Graphic Designer

Design Litho, Inc.—Prepress (Tampa, FL), 2003

Designed various print pieces; prepared jobs for separation and output to film; operated imagesetter.

Production Assistant

WUSF-TV16 (Tampa, FL), 1999-2002

Operated studio and field cameras; assisted in set design and construction; arranged studio lighting; operated on-air graphics, audio board, and switcher; served as floor director.

education

Bachelor of Arts (Advertising)

School of Mass Communications

University of South Florida, Tampa, FL

computer skills

Advanced skills in Adobe Photoshop, InDesign, Illustrator, Acrobat, Quark XPress, MS Office (Word, Excel, PowerPoint, Entourage/Outlook), HTML, Mac OS X and Windows.

Thorough proficiency in Adobe Dreamweaver, GoLive, and CSS.

Workable experience in Flash and JavaScript.

strengths

Strengths include conceptual design, an eye for details, a passion for design and photography, illustration, photo retouching and manipulation, art direction, organizational skills, multi-tasking, flexibility, proactive workstyle, efficient project management, and a sense of humor.

interests

Industries of particular interest include fashion, photography, sports (specifically basketball), youth culture, music, and entertainment.

memberships

National Association of Photoshop Professionals