

**DANIEL WANGELIN**

115 Lancaster Ave | Buffalo, NY 14222 | 716 359 2473 | dwangelin@renouncreative.com

HIGHLIGHTS

Graphic designer and illustrator able to manage staff. Experience working with organizations in a variety of markets, including B-to-B, consumer and non-profit.

EXPERIENCE

**CREATIVE SERVICES MANAGER & GRAPHIC DESIGNER**

03.2005-PRESENT | Chocolate Delivery Systems, Inc.

Supervise Creative Services department, responsible for artwork for parent company and its four independent incorporations.

- Supervise staff and oversee artwork deadlines to complete projects on time
- Manage brand identity for several hundred products
- Project manage 180+ page catalog from initial concept to completion, coordinating team consisting of chefs/food stylists, photographer, and production artist
- Design logo and brand identity for two incorporations
- Conceptualize and execute package designs with an understanding of materials and processes
- Create marketing materials including brochures, 20+ page catalogs, sell sheets, POP displays, PowerPoint presentations, B-to-B collateral material, and trade show displays
- Conceptualize and create magazine & trade publication advertisements
- Research vendors, quote jobs and perform quality control checks both domestic and abroad
- Copy writing for packaging, sales collateral material, and catalogs

**GRAPHIC DESIGNER & ILLUSTRATOR**

02.2003-PRESENT | [re]noun creative

Founded company for freelance effort. Partial client list includes:

- XEROX Eight piece poster series, graphics and PowerPoint template communicating a corporate mission. Series produced in three languages and used in offices worldwide
- ABBEY MECCA Two-month freelance design work, including Catholic Charities Appeal 2009
- BUFFALO HERITAGE UNLIMITED Created publishing company's logo, using multiple treatments in final solution. Designed 120 page full color book, working closely with team consisting of author, editor, and publisher to successfully meet three week deadline
- BURCHFIELD PENNEY Design and production of event programs for FRUITION gala and RUNWAY 2.0 fashion show. Collaborated with various designers and firms involved with projects
- HEALTH & FITNESS WORKS Research, develop concept, and execute logo and tag line for holistic fitness club. Apply design to signage and stationery
- FLYING BISON BREWERY Label artwork for special collectors limited edition beer
- BUFFALO OLD HOME WEEK Conceptualize and execute artwork for centennial event, including official event graphic, poster and 80 page program

SKILLS

Blend of leadership and design qualities, with the ability to work within established design schemes or develop concepts and apply across a system with careful attention to typography and image selection. Experienced in trend research, department coordination, job scheduling and team leadership. Highly knowledgeable of print production techniques on various substrates.

- DIGITAL Adobe Illustrator, InDesign, Photoshop, Bridge, Acrobat. Microsoft Word, Excel, PowerPoint, Expression Media. Both Mac & PC Platforms.
- TRADITIONAL Extensive knowledge of mediums, materials, and techniques involved in execution of hand generated art.

EDUCATION

**ROCHESTER INSTITUTE OF TECHNOLOGY**

1999-2003 | BFA Illustration & AAS Graphic Design

3.91 GPA: Graduated with Highest Honors

Outstanding Undergraduate Scholar — highest academic award for an undergraduate

INTERESTS

Active in design community and Buffalo non-profit organizations.

- ADVERTISING CLUB OF BUFFALO Member. Panel speaker at Student Portfolio Camps and participate in annual student portfolio reviews.
- GRASSROOTS GARDENS OF BUFFALO Secretary, Board of Directors and Marketing Committee Chair. Create all marketing materials including posters, brochures and stationery.
- WNY BOOK ARTS COLLABORATIVE Member.