

# DAN MENEELY

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## PROFILE

Senior Graphic Designer with broad-based experience creating digital graphics, logos, displays, advertisements and collateral sales materials. Background includes combination of corporate and freelance artistic projects. Recognized as a highly collaborative creative team member. Delivered concepts and designs within tight deadlines while also meeting budget objectives. Early design production experience contributed to work ethics and developing work quickly.

## PROFESSIONAL EXPERIENCE

### Heritage Golf Group

Orlando, FL | 7/2016 to Present | Graphic Designer - Contractor

Full-time remote contract position for a San Diego-based owner and operator of premier private, resort and daily fee golf facilities. Responsibilities include:

- Provide graphic design and creative direction for internal marketing team.
- Develop and design direct mail and email promotions.
- Create corporate presentation graphics.
- Retouch property photos for golf club websites and press use.
- Graphic updates for golf club websites.

### Dan Meneely Design LLC

Orlando, FL | 1/2015 to Present | Senior Designer/Owner

Graphic design, logos and illustrations for multiple clients. Create designs for retail licensing and hospitality decor professionals. Recent clients include: Embraer Executive Jets, FIS Global and Heritage Golf Group.

### Embraer Executive Jets

Orlando, FL | 10/2011 to 12/2014 | Senior Graphic Designer

Senior graphic designer for global manufacturer of corporate and executive aircraft. Created graphics for direct mail, marketing collateral materials, trade show displays, presentation graphics, social media, email promotions and corporate website. Updated web graphics and image content to reflect current product line and aircraft events. Assisted with managing digital assets and images for marketing team while upholding corporate brand standards. Collaborated with 3D artists for final visualizations and rendering of aircraft exteriors and interiors. Created and managed ad designs for web and print publications such as Forbes Magazine, Robb Report, Boat International and Bonnier Corporation. Assist with all photo shoots and image editing.

- Facilitated design development for international advertising and branding partners (MBA Advertising, UK).
- Coordinated design materials for film and video productions: Jackie Chan celebrity spokesperson video, "Now You See Me 2" product placement.
- Designed magazine layouts for specialized sales promotion books and quarterly customer publications.
- Provided creative direction using SketchUp Pro for staging aircraft trade shows and NBAA 2012 Disney/Epcot corporate reception.
- Co-Recipient of AAF Space Coast 2013 Addy Award (Category—Collateral / Brochure).

### Agility Defense & Government Services

Orlando, FL | 4/2009 to 9/2009 | Graphic Artist - Consultant

Contractor position for creative services department. Responsibilities include using Adobe Illustrator and InDesign for creating flow charts, isometric diagrams, original graphic covers and internal tab systems for detailed corporate and Department of Defense proposals.

REFERENCES AVAILABLE UPON REQUEST

### Marriott Vacation Club International

Orlando, FL | 11/2000 to 12/2008 | Graphic Designer / AD

MVCI Web Design Team, 2000 - 2003 — MVCI Creative Services, 2003 - 2008

Key member of award winning in-house design agency. Maintained and supported the Marriott and Ritz-Carlton brand for 52 Marriott resorts worldwide. Designed resort and bar logos, created sales displays, outdoor advertising and billboards, developed advertising for print materials and Marriott corporate websites.

- Contributed to MVCI original website and subsequent re-launches. For web-based marketing, developed banner ads and graphics for email campaigns utilizing Adobe Photoshop and Dreamweaver.
- Logo design award winner (Create Magazine, Graphic Design USA) for Sky Bar 38 at Marriott's Grand Chateau, Las Vegas and for Copa-Loca Bar at Marriott's Grande Vista, Orlando.
- Brainstormed with resort teams to develop names for concept-oriented property, restaurant and bars, adding to cohesive focus for design efforts.
- Created point-of-sale design displays for major Marriott and Ritz-Carlton hotels worldwide.
- Assist with photo shoots and image selections.
- Collaborated with resort Account Executives to satisfy resort design needs.
- Created resort maps, floorplans and showroom graphics
- Ensured brand recognition and consistency for all graphics, sales and collateral materials.
- Created themed designs for kid-friendly resort pool areas.

### Studio 101

Atlanta, GA | 11/1997 to 10/2000 | Graphic Designer

Designed print and display graphics for advertisements, packaging, and point-of-sale marketing. Primary client was The Coca Cola Company.

- For Coca-Cola's regional, national and international branded campaigns, developed designs and imagery to meet client specifications. Quick turnarounds on assignments.
- Contributed to client research for Darden Restaurants, creating updated brand and menu ideas to refresh image. Comprehensive review and proposal led to major contract award and successful brand re-launch.
- Developed graphics for Coca-Cola product vending machines and dispensers.
- Created primary branding graphics for Carnival Miami (1998) Coca-Cola sponsored events.

## SKILLS

**Design Software:** Extensive experience with current Cloud versions of Adobe Photoshop, Illustrator, InDesign, Bridge and Acrobat. Familiar with Adobe After Effects capabilities and supported graphic resources. 6 months training with Alias Wavefront 3D. Additional knowledge of Corel Painter, SketchUp Pro, Microsoft Word, PowerPoint and Excel.

**Web/UI:** Experience with front-end wireframe design and mockups using Adobe XD, Sketch, Photoshop, Illustrator, Dreamweaver, Flash, along with supportive HTML and CSS coding. Familiar with WordPress CMS, MySQL Database setup, and email marketing delivery systems.

**Art Media:** Comprehensive 30-year background in painting and illustration. Proficient with traditional art media, styles and techniques. Photo shoot experience and creative direction. Experience with letterpress, hand-set metal type and traditional book-making techniques.

## EDUCATION & TRAINING

### The University of Georgia

Bachelor of Fine Arts, Graphic Design, 1997

### The Art Institute of Atlanta

Associate of Arts, Visual Communications / Illustration, 1993  
Graduated with Honors

### Internship

Video Production Graphics, CNN Post Production Graphics, 1993

## AFFILIATIONS & MEMBERSHIPS

### AIGA

Board of Advisors - Hudson Mohawk Industrial Gateway, Troy NY