

Dan Meneely

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DAN
MENEELY

PROFILE

Over 29 years as a broad-based professional graphic designer for print media, digital communications, and multimedia technologies, along with an extensive background working for high-profile worldwide brands such as Marriott International, Embraer Executive Jets and The Coca-Cola Company.

Applied several design disciplines while simultaneously managing multiple creative projects:

- Packaging
- Point-Of-Sale Displays
- Email Marketing Design
- Social Media Graphics
- Infographics
- Web UI Design (Front End Development)
- Corporate Presentations
- Trade Show Displays
- Advertising
- Logo Design
- Illustration
- Photo Retouching
- Digital Art
- Signs and Wayfinding Graphics
- Architectural Elevations and Renderings

Clifton StrengthsFinder: My Top 5 Strengths: 1. Maximizer, 2. Focus, 3. Futuristic, 4. Input, 5. Learner

SKILLS

Top Skills: Graphic Design, Creative Direction, Project Management.

Software: Extensive experience with Adobe Creative Cloud software including Photoshop, Lightroom, Illustrator, InDesign, Bridge, Dimension, and Acrobat. Experienced with Microsoft Office Software including Word, PowerPoint and Excel. Familiar with Adobe After Effects and Premiere capabilities with supported graphic resources. 6 months college course training with Alias Wavefront 3D. Additional 3D skill support with Blender and SketchUp Pro.

UI/UX/Social Media: Experience collaborating with developers with front-end wireframe design and mockups using Adobe XD, Sketch, InVision, Figma, Dreamweaver, and Photoshop along with supportive HTML and CSS coding, WordPress CMS and MySQL Database setup. Familiar with email marketing delivery systems such as Mailchimp, SurveyMonkey, and Greenvelope. Additional experience using Hootsuite to manage multiple social media profiles.

Art Media: Comprehensive 30-year background in painting and illustration. Proficient with traditional art media, cultural styles and techniques. Advanced digital art software experience with Procreate, Fresco and Painter. Extensive photo shoot, retouch and editing experience. 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

Internship

Video Production Graphics

CNN Post-Production Graphics, 1993

PROFESSIONAL EXPERIENCE

Dan Meneely Design LLC

Orlando, FL

Senior Graphic Designer

January 2015 – Present

Design logos, branding identity and illustrations for multiple clients. Handle project management and creative consultation. Create designs for retail licensing and hospitality decor professionals. Recent clients include Embraer Executive Jets, FIS Global, SunDance Graphics, and Heritage Golf Group.

Heritage Golf Group

Orlando, FL

Graphic Designer

July 2016 – February 2020

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

- Provided graphic design and creative direction for internal marketing teams.
- Developed and designed direct mail, email and social media marketing promotions.
- Created corporate presentation graphics.
- Retouched property photos for golf club websites and press use.
- Graphic updates for golf club websites.
- Track and manage all projects via Smartsheet and Excel.

Embraer Executive Jets

Melbourne, FL

Senior Graphic Designer

October 2011 – December 2014

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, Salesforce Pardot email promotions and corporate website updates.

- Provided cross-functional and inter-department support to executives and external partners.
- Updated web graphics and image content to reflect current product line and aircraft events.
- Managed digital assets and images using Box.com and Imagerelay.com systems for marketing team while upholding corporate brand standards.
- Collaborated with 3D artists and engineers 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.
- Assisted with all photo shoots and image retouching edits.
- Facilitated design development for international advertising and branding partner 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.
- Directed creative design 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).

Gabbaroo

New York, NY

Web Designer

March 2010 – March 2011

Contract web designer for social media marketing company. Created websites and social media graphics for business clients and high-profile individuals. This agency is currently known as Socialfly, LLC.

<http://www.socialflyny.com>

Agility Defense & Government Services

Orlando, FL

Graphic Artist - Consultant

April 2009 – September 2009

Contractor position for creative services department. Responsibilities included designing proposal graphics with Adobe Illustrator and InDesign. Created elaborate flow charts, isometric diagrams, original graphic covers and internal tab systems for corporate customers (Aramark) and U.S. Department of Defense.

Marriott Vacation Club International

Orlando, FL

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 for showrooms, outdoor advertising and billboards.
- Developed advertising for print materials and Marriott corporate websites.
- Contributed to MVCI original website and subsequent re-launches.
- Developed banner ads and graphics for web and email marketing campaigns utilizing Adobe Photoshop and Dreamweaver.
- Brainstormed with resort teams to develop names for concept-oriented properties, restaurants and bars, adding to cohesive focus for design efforts.
- Created point-of-sale design displays for major Marriott and Ritz-Carlton hotels worldwide.
- Assisted with photo shoots and image selections.
- Collaborated with resort Account Executives to satisfy resort design needs.
- Created resort maps and floor plans from CAD files.
- Ensured brand recognition and consistency for all graphics, sales and collateral materials.
- Created themed designs for kid-friendly resort pool areas.
- Logo design award winner (Create Magazine, Graphic Design USA) for Sky Bar 38 at Marriott's Grand Chateau, Las Vegas and for Copa-Locha Bar at Marriott's Grande Vista, Orlando.

Studio 101

Atlanta, GA

Graphic Designer

November 1997 – October 2000

Created print and display graphics for advertisements, merchandise packaging, point-of-sale marketing, product vending machines and dispensers. Primary client was The Coca Cola Company. Developed designs and imagery to meet client specifications for Coca-Cola's regional, national and international branded campaigns. Working environment incorporated a fast-paced dynamic schedule and required quick turnarounds on all assignments.

- Created branded promotional graphics for major Coca-Cola products, including Coca-Cola, Diet Coke, Sprite, Barq's Root-Beer, Surge, Fanta, Nestea, Minute Maid, Powerade, and Dasani.
- Contributed research for client Darden Restaurants branding and menu concepts to refresh Olive Garden product image. Comprehensive review and proposal led to major contract award and successful brand re-launch.

Miller Zell Inc

Atlanta, GA

Graphic Designer - Contract

September 1997 – November 1997

Supported design team with prototypes for retail concepts, finished color to interior renderings and elevations. Created ancillary graphics for retail clients such as Blockbuster Video and Walmart. Assisted with creation of wayfinding signage designs and mockups for Walmart Latin America stores.

Graphic Composition, Inc.

Athens, GA

Staff Artist

December 1996 – May 1997

Created, scanned and prepared graphics for book publishers.

Wolf Camera & Video

Atlanta, GA

Photo Retouch Artist

April 1994 – August 1994

Worked with corporate in-house team to retouch, color correct and restore images for customer photo orders. Created display graphics and assisted with corporate projects as requested.

Deljou Art Group

Atlanta, GA

Artist Assistant

October 1993 – April 1994

Assisted artists with projects and facilitated the creation of original art for fine art publishing and the decor industry. Clientele includes: art galleries, interior designers, art consultants, corporate agents, and private investors. <http://www.deljouartgroup.com>

Peachtree Post / Threshold Productions

Atlanta, GA

Graphic Artist / Tape Operator

June 1993 – October 1993

Prepared and transferred digital images and graphics for analog broadcast video. Assisted editors with post-production and assigned tasks. Operated Chyron station for edit sessions when requested. Operate VTRs for media transfers and tape erasures. Primary clientele included Turner Broadcasting, TNT, Cartoon Network, CNN, Harry's Farmers Market, NAPA Auto Parts, and Scientific Atlanta.

HONORS & AWARDS

- AAF Space Coast 2013 Addy Award
- 2006 Gold Award - Logo Category
- Graphic Design USA – 2006 American Inhouse Design Award
- Graphic Design USA – 2005 American Inhouse Design Award

REFERENCES AVAILABLE UPON REQUEST