



# danielpardo

creative digital designer

With over 10 years experience as a digital graphic designer, working within design agencies, in-house teams and small businesses to create meaningful experiences for end users whilst developing brand identities.

## connect

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07939550229

## software knowledge



Photoshop



Illustrator



InDesign



XD



WordPress



After Effects

## skills

Art Direction | Branding + Identity  
Illustration | Photography + Retouching  
UX/UI | Website Building (CMS)  
Animation | Storyboarding  
Pitching + Presenting  
Understand Code Principles

## qualifications

Design for Sustainability (short-course) 2020  
Adobe Photoshop Advanced Award 2010  
UWE : BA (Hons) Creative Design, 2:1 2008

## freelance experience\*



### Art Direction + Creative Designer • Miniclip - 3 months

Re-branding for Ultimate Golf mobile game, including main logo, in game advertising, sub logos and golf ball artwork



### Art Direction + Website Designer • Snomads - 2 months

Full website design/build for hospitality company, including art direction, brand development, photography, and external advertising



### Art Direction + UX/UI + Designer • Megabyte - 5 months

Designing and developing sub brands, websites and an application to help this business analyst company expand into new markets



### Designer + Artworker • REVERE - 1 month (ongoing relationship)

In studio designer at this marketing agency, working across integrated campaigns with brands such as HP and Casio



### Creative Designer + Artworker • NVIDIA - 6 months

Working within an in-house team at this leading tech company on digital projects including website design, online marketing and event collateral



### Creative Lead + Creative Designer • Numbate - 10 months

Co-running a small studio, whilst conceptualising and producing interactive mobile adverts for brands including: BMW, BBC, PS4, M&S and Lego

\*projects above are an overview, please visit my [website](#) or request a pdf portfolio to see more case studies

## previous experience



Front End Designer  
Publicis Blueprint  
Nov 2013 - July 2014



Junior Designer  
Fox Parrack Singapore  
Nov 2013 - July 2014



Digital Design Intern  
National Theatre  
Feb 2012 - July 2013