



# DANIEL MODESTINE

GRAPHIC DESIGN

dmod09@gmail.com  
610-420-9395  
modestinedesign.com

## EXPERIENCE

Oct 2022-Present

### **Content Designer at Merck, Lansdale PA**

Specializing in crafting compelling marketing materials, including emails, web banners, and animated banners, for specific products, ensuring accuracy and legal compliance. Utilizing expertise in PowerPoint to refine sales presentation packs and design visually engaging templates for sales representatives. Also contributing to website design to enhance online presence and drive customer engagement.

May 2019-Present

### **Lead Designer at Local Tap, Lansdale PA**

Successfully led and managed the end-to-end design process encompassing print design, digital design, social media, and creative business strategy. By leveraging skills in design thinking, stakeholder engagement, and communication, consistently delivered high-quality design solutions that have exceeded expectations and contributed to business success.

Jan 2021-Present

### **Owner at Favorite Child Brewing Co. , Lansdale PA**

Specialized in creating standout visual brands that help businesses rise above the competition. With a proven track record of designing eye-catching beer cans, social media posts, website designs, beer fest materials, and other marketing items that drive engagement and boost sales. With a keen eye for detail and a passion for delivering exceptional design solutions, confident in helping the business succeed in today's highly competitive marketplace.

May 2021-Oct 2022

### **Graphic Designer at Dietz and Watson, Philadelphia PA**

Responsible for producing and designing various marketing collaterals, including printed and digital materials, and point of sale (POS) displays. My objective was to enhance the brand message through compelling visual communication.

June 2020-Jan 2022

### **Freelance Designer at MOD Design, Lansdale PA**

Collaborated with a diverse range of clients, both individual and corporate, to develop and execute comprehensive rebranding initiatives across multiple mediums, encompassing print and digital design, as well as brand identity development.

Sep 2020-Jan 2021

### **Freelance Graphic Designer at Big Idea Adv, New York NY**

Exceeded in delivering persuasive design concept presentations and engaging pitches to clients. Experience spans the entire design process, from ideation through to final delivery, ensuring a seamless experience for the client. Expertise extends to creating visually striking logos that capture the essence of a brand. Working collaboratively with the team, committed to upholding the highest standards of creativity and ensuring consistency throughout all design projects.

## SKILLS

### **Workplace**

Agile Way of Working  
Creative  
Fast Learner  
Teamwork  
Communication  
Organization  
Planning  
Sketching

### **Technical**

Mac  
Jira  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Adobe XD  
Adobe Lightroom  
Microsoft Powerpoint  
Microsoft Word  
Microsoft Sharepoints  
Microsoft Teams  
Workproof  
PromoMats  
Brand Design  
Figma  
Layout Design  
Photo-Retouching  
Photography  
Typography  
UX/UI

## AWARDS

Jefferson Graphic Design  
Top Portfolio Award 2020

Abington Hospital  
Experiential Competition  
2022

Hootsuite Platform  
Certification

Hootsuite Social Media  
Certification

IDP Tradeshow 2016

Merck Design Chapter  
Award Q2 2023



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Sep 2019-Dec 2019

### **Digital Design Intern at QVC, West Chester PA**

Responsible for creating design and production assets utilized in various digital mediums such as product graphics, social media graphics, static and rich banner ads, and email campaigns. Contributions involved utilizing creative design skills to produce high-quality digital content that effectively communicated the brand's message to the target audience while adhering to industry standards and best practices.

May 2019-Aug 2019

### **DiSanto Design Intern, Philadelphia PA**

Collaborated with the lead designer to engage clients and successfully deliver projects from conception to completion. Role encompassed creative ideation, practical development, and meticulous project execution.

## EDUCATION

2016-2020

### **Thomas Jefferson + Philadelphia University**

Philadelphia, PA  
Bachelor of Science  
Graphic Design & Communication

2012-2016

### **Lansdale Catholic Highschool**

Lansdale, PA