Modestine

DANIEL MODESTINE

CONTENT DESIGNER / BRAND & DIGITAL DESIGNER

CONTACT

Harleysville, PA

dmodestine09@gmail.com

Portfolio LinkedIn

PROFILE

Content and visual designer experienced in regulated healthcare communications, consumer branding, and retail marketing. Creates clear, consistent work across digital, motion, packaging, presentations, and print.

EXPERTISE

- Content and campaign design
- Brand identity and art direction
- UI / UX and design systems
- Motion and digital production
- Packaging and print production
- Illustration and email design
- Interactive PDFs
- Healthcare and regulated content
- AI-assisted design

TOOLS

Figma / Photoshop / Illustrator / InDesign / After Effects / Lightroom / Acrobat / PowerPoint / Workfront / ChatGPT / MidJourney / Jira / Claude / Claude Code

EDUCATION

Thomas Jefferson University

B.S. Graphic Design, 2020

RECOGNITION

- Merck Design Chapter Award, Q2 2023
- Jefferson Top Portfolio Award, 2020

SELECTED EXPERIENCE

Content Designer

MERCK INC — Oct 2022 - Present

Design email, web, animated banners, presentations, and interactive PDFs for U.S. pharmaceutical teams. Translate complex content through cross-functional and legal review; supported Chronic Care, PREVYMIS, DIFICID, and U.S. Pharma Sales Pack.

Lead Designer

LOCAL TAP — May 2019 - Oct 2026

Led visual identity across menus, campaigns, web, events, merchandise, and beer packaging. Built seasonal creative and reusable assets from concept through print and digital production.

Co-Founder & Brand Designer

FAVORITE CHILD BREWING CO. — Jan 2021 - Oct 2026

Built the brewery identity through illustrated characters, can packaging, social design, and merchandise. Art-directed a playful system influenced by 1920s rubber hose animation.

Graphic Designer

DIETZ & WATSON — May 2021 - Oct 2022

Designed retail displays, window graphics, email and banner creative; adapted campaigns across placements and prepared production-ready files.

Freelance Graphic Designer

BIG IDEA ADVERTISING — Sep 2020 - Jan 2021

Developed brand and advertising concepts, layouts, and client presentations from brief through delivery.

Digital Design Intern

QVC — Sep 2019 - Dec 2019

Created product graphics, social assets, banners, and email creative for digital formats and production requirements.