

DANOMAN KONLAN

Senior Digital Designer / Marketing & Creative Strategy

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PROFESSIONAL SUMMARY

Innovative Senior Digital Designer with extensive experience in marketing, creative strategy, and brand development. Adept at crafting compelling visual content across print, digital, and multimedia platforms, ensuring brand consistency and audience engagement. Highly skilled in Adobe Creative Cloud, with expertise in web design (HTML, CSS, basic JavaScript knowledge), UI/UX design, and motion graphics. Strong background in project management, cross-functional collaboration, and leading creative teams to deliver high-quality, deadline-driven projects. Passionate about user-centered design, emerging design trends, and leveraging innovative visual storytelling to enhance brand visibility and customer experience.

CORE SKILLS

- Graphic & Digital Design (Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- Web & UI/UX Design (Figma, Canva, HTML, CSS, Wordpress, Basic knowledge of JavaScript)
- Branding & Marketing Strategy
- Motion Graphics, Video Editing/Production, & Animation
- Print & Digital Advertising
- Project Management & Team Leadership
- Cross-functional Collaboration
- Email & Landing Page Development
- Data Visualization, Presentation & Infographics
- MS Office Suite and Apple Keynote

PROFESSIONAL EXPERIENCE (PART 1)

• Senior Digital Designer, Marketing

United Nations Global Compact / New York, NY / September 2019 – Present

- Conceptualize and develop innovative marketing campaign themes and digital deliverables that stand out in a competitive market.
- Design and execute a broad range of marketing assets, including banners, posters, print and digital ads, email campaigns, social media graphics, e-books, brochures, web pages, motion graphics, illustrations, and presentations.
- Lead all design projects from ideation to final delivery, ensuring consistency with brand guidelines.
- Maintain expertise in Adobe Creative Cloud tools (Photoshop, Illustrator, Premiere Pro, After Effects, InDesign, Acrobat) and industry-standard design platforms (Figma, Canva).
- Develop and code responsive email templates and landing pages to optimize user engagement.
- Manage and organize marketing-related assets, including landing pages, email content, and image libraries.
- Design compelling infographics, presentations and data visualizations to enhance communication efforts.
- Oversee video production and editing, delivering high-quality multimedia content.
- Act as a project manager, coordinating deadlines, scope, budgeting, and problem-solving for optimal project execution.
- Enhance digital content strategies by incorporating interactive applications, animations, and videos while repurposing traditional media for digital platforms.
- Ensure brand identity consistency across all projects by strictly adhering to branding guidelines.
- Work independently with minimal supervision, managing multiple projects simultaneously in a fast-paced environment.
- Stay ahead of industry trends, recommending new design strategies, tools, and best practices for improved efficiency and effectiveness.
- Maintain meticulous attention to detail, project management, and quality assurance under tight deadlines.
- Collaborate with freelancers, agencies, and internal teams to manage evolving deadlines, priorities, and project requirements.
- Develop visually compelling marketing materials, including media kits, web banners, print/digital ads, animations, and videos.
- Collaborate with external agencies and clients to produce high-quality ad content.
- Lead the design of brochures, infographics, presentations, and sales collateral while maintaining brand consistency.
- Skilled in creative budget planning and management, managing interns and freelancers, and assigning creative projects to ensure timely execution.
- Oversee the development of landing pages, email templates, and dedicated digital campaigns.
- Spearhead the creation of motion graphics and video content to enhance digital engagement.
- Sketch wireframes and design advanced landing pages utilizing best practices (Advanced understanding of HTML and CSS).

• **Adjunct Lecturer**

New York City College of Technology (CUNY) | September 2023 – Present

- Instruct students on web design principles, including HTML5, CSS, basic JavaScript, and UX/UI best practices.
- Provide mentorship, evaluate student progress, and foster an engaging learning environment.
- Track and assess student progress, offering constructive feedback and academic guidance to support their development.
- Address student concerns or challenges promptly and effectively, ensuring accessibility and support to help them achieve their learning goals.

• **Marketing Designer**

The Real Deal | New York, NY | January 2018 - September 2019

- Designed and developed marketing collateral, including media kits, social media assets, and print/digital advertisements.
- Partnered with external agencies to create impactful ad campaigns.
- Conceptualized and executed visually compelling designs to boost brand awareness.
- Oversaw and delegated projects to interns, ensuring quality and timely completion.
- Collaborated with marketing, social media, and sales teams to support various creative initiatives while maintaining brand consistency across all product and marketing materials.

• **Graphic Designer**

OutFront Media | New York, NY | February 2016 - June 2017

- Designed and executed large-format graphics including billboards and event signage.
- Produced marketing materials, media kits, ads, video, and animation for campaigns.
- Managed projects from concept to final production, ensuring high-quality deliverables.
- Designed a variety of marketing materials, including media kits, advertisements, videos, and animations.
- Collaborated closely with account executives and clients to ensure clear communication and project alignment.
- Managed and updated quarterly commuter rail schedules to maintain accuracy and accessibility.

Graphic Designer

Williams Lea (Assigned to Pfizer) | New York, NY | August 2015 - December 2015

- Developed high-quality concept proposals and marketing collateral for various brands.
- Ensured brand adherence while designing for multiple clients and corporate guidelines.
- Develop initial designs that align with approved concepts, ensuring creativity and precision.
- Coordinate with external vendors to manage project requirements and deliverables.
- Track and maintain all job and production data for seamless project management.
- Handle sensitive and confidential information with professionalism and discretion.

Graphic Designer

Bailey Blue | Los Angeles, CA | May 2013 - August 2015

- Handled graphic assignments, including posters, lookbooks, and retouching.
- Managed fabric information requests, purchasing, and shipments for design projects.

SOFTWARE SKILLS

- Photoshop, Illustrator, InDesign, After Effects, Premiere Pro
- HTML, CSS, (Basic)JavaScript
- Figma
- Keynote
- Microsoft Office Suite: Word, PowerPoint, Excel

EDUCATION

Baruch College

Bachelor of Arts in Graphic Communication | 2009 - 2013