DANNY GOLDSTEIN

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skills

DESIGN Visual Identity · Typography
Layout · Editorial · Social Media · UX/UI
Wireframing · Prototyping · Rebranding
Motion Graphics · Video/Audio Editing

CORE STRENGTHS Technically proficient
Community engagement · Agile learning
Language and writing · Curious thinking
Empathetic communication

WEB HTML/CSS, WordPress, Beehiiv

software

ADOBE Indesign · Illustrator · Photoshop
Acrobat · Premiere Pro · After Effects
Audition · Express · XD · Lightroom

GEN AI img2img · txt2img · Controlnets
Stable Diffusion · Midjourney · Dall·e 3

OTHER SOFTWARE Figma · Keynote
Microsoft Office · Google Suite
SSH & Linux Environments

education

Graphic Design
PRINT/SCREEN/INTERACTIVE
BACHELOR OF FINE ARTS — MAY 2018
Robert Busch School of Design,
Michael Graves College,
Kean University (Union, NJ)

Communications
ASSOCIATE OF ARTS — JANUARY 2013
Union County College (Cranford, NJ)

achievements

YouTube Partner (POLEMOS)
3 MONETIZED CHANNELS — 2024
Led the thumbnail & pitch strategy to
grow monetized audiences across three
new channels for six presenters.

Give OUT Day (PRISM)
NATIONAL LEADERBOARD — 2021
Placed 7th in the 'Give OUT Day' National
Small Charity fundraising leaderboard.

Academic Honors (KEAN UNIVERSITY)
KEAN RESEARCH DAY — 2018
Showcased design research alongside
STEM students for the development of
a design student portfolio portal.
DEAN'S LIST — 2014-2017
CUM LAUDE (3.72 GPA)

work experience

Graphic Designer — 2022 - PRESENT
POLEMOS SINGAPORE (remote)
- Designed channel branding (channel art, presenter apparel, style guides) and visual strategy for the launch of several YouTube channels.
- Strategized and designed compelling graphics and thumbnails, ensuring high click-through rates and viewer engagement. Established typography standards for short and long form videos.
- Created graphics and templates for social media and game lessons to suit partner game standards and needs. Answered inquiries, provided updates, and promoted community engagement across social platforms.
- Migrated and evolved company newsletter styles from HubSpot to Beehiiv, and authored a new incarnation more focused on NFT lending and web3.
- Designed UI mockups for content-driven web tools for a web3 game. Managed handoff of lending application UI assets to an external team.
- Defined conventions for effectively using AI imagery for a target demographic fascinated by AI and future technology.
- Collaborated effectively with a diverse team working remotely across five continents and eight time zones.

Graphic Designer and WordPress Developer — 2018 - 2023
FREELANCE
- Managed design, construction, and ongoing development of WordPress sites, including a psychotherapy practice and a geneology ancestry study.
- Built web prototypes for animation sequences; created UI mockups for videos and e-commerce processes for a finance client.
- Designed logo, in-store signage, and event graphics for a wine retailer and associated restaurants.
- Developed branded motion graphics for social media content creators.
- Provided UI design and consultation for a travel and culture mobile app.
- Created logo, identity, and print material for an interior design firm.

Board President — 2017 - 2022
PRISM (remote)
- Founded, as Board President, an LGBTQ+ affirming 501(c)(3) public charity.
- Created and operated multimedia events for virtual commmunity building.
- Developed flexible branding and graphics to resonate with our audience, and advertise online events, in-person meetups, and fundraising.
- Branded community meetups, printed custom keepsakes to promote repeat attendance. Organized accommodation, activities, and venue.

Technology Coordinator — JUNE 2020 - FEBRUARY 2022
HERITAGE UNIVERSALIST UNITARIAN CHURCH CINCINNATI, OH (remote)
- Collaborated to develop compelling media to accompany weekly services focused on social justice, climate justice, inequality, and other UU values.
- Orchestrated weekly live Zoom worship and tech rehearsals with clergy, layleaders, and volunteers for multiple Cincinatti UU churches.
- Assembled and edited audio and video sequences for remote and hybrid Sunday Worship services.

Web Developer — JANUARY 2018 - MAY 2019
MICHAEL GRAVES COLLEGE UNION, NJ
- Developed two iterations of an alumni portfolio site for design graduates.
- Collected and processed content for all graduating seniors across all MGC design disciplines from our Ocean, Union, and Wenzhou campuses.
- Coordinated portrait photography; processed and retouched photos.