

Danny Goldstein  
☎ +1 908 868 7177  
📍 Rahway, New Jersey  
✉ danny@dannygoldste.in  
🌐 <https://dannygoldste.in>

## EDUCATION

### Graphic Design

**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)

## SKILLS

**DESIGN** Visual Identity • Layout & Typography  
Logos • Rebranding • Social Media • Editorial  
Slide Decks • Motion Graphics • Thumbnails  
Infographics & Data Visualization • Templates

**CORE STRENGTHS** Technically fluent • Curious  
Agile learner • Flexible • Community-engaged  
Communicative • Empathetic collaborator

**WEB** HTML/CSS • WordPress • Email design

## SOFTWARE

**ADOBE** InDesign • Illustrator • Photoshop  
Acrobat • Premiere Pro • After Effects  
Audition • Express • XD • Lightroom

**GEN AI** Midjourney • ChatGPT • Topaz AI  
Stable Diffusion • Dalle 3 • Runway • Sora

**OTHER SOFTWARE** Figma • Keynote • Blender  
Microsoft 365 • Google Suite • Linux Systems

## ACHIEVEMENTS

YouTube Partner (POLE MOS)

**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 7<sup>th</sup> in the 'Give OUT Day' National  
Small Charity fundraising category.

## EXPERIENCE

### Graphic Designer

**POLE MOS**

SEPT. 2022 — MAY 2025

SINGAPORE (REMOTE)

Led creative execution of brand and content visuals through three strategic  
phases, supporting audience growth and platform visibility.

- Shaped pitch & thumbnail creative to monetize multiple YouTube channels.
- Designed branded assets for print and digital—web, social, events, and ads.
- Created infographics, stills, & light motion graphics and refined brand voice and typography for video content.
- Authored and designed newsletters & led narrative shift during repositioning; supported WordPress updates with editorial and visual improvements.
- Piloted generative AI within a startup workflow to increase creative output while staying aligned with brand tone and Web3-savvy audiences.
- Produced templates and assets for social content, giveaways, and pitch decks.

### Graphic & Web Designer

**FREELANCE**

2018-2023

NEW JERSEY

Delivered brand systems, content, & digital design for clients across industries.

- Brand identity & print collateral for interior-design studio and wine-retail chain.
- Built CMS-based websites (mostly WordPress) for clients including a psychotherapy practice.
- Branded motion graphics and social templates for online creators.
- UI design and prototypes for a travel-culture mobile app.
- Created process pages and mock sites for a bank's onboarding tools; delivered UI assets for videos and tutorials.
- Gathered student work and coordinated portraits across three campuses to develop a university design college's online alumni showcase.

### Technology Coordinator

**HERITAGE UNIVERSALIST UNITARIAN CHURCH**

2020-2022

CINCINNATI, OH (REMOTE)

Led tech production and visual design for hybrid and remote services.

- Ran weekly virtual services and rehearsals for clergy and volunteers across several congregations.
- Edited video and created custom motion graphics for services.
- Facilitated technical support and accessible collaboration across all levels of digital fluency with a focus on kindness, clarity, and inclusion.

### Founding Board Chair

**PRISM**

2017-2022

COLORADO, US (REMOTE)

Co-founded & visually shaped a grassroots LGBTQ+ support nonprofit focused  
on identity healing and online community connection.

- Developed branding, event identities, and keepsakes (digital and physical) to encourage recurring participation and visibility at in-person events.
- Trained and coordinated a volunteer moderation team; helped define tone, values, and day-to-day policy for virtual programming and community spaces.
- Ran virtual events that helped users build affirming connections.