Danny Goldstein

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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 • Content Strategy
Slide Decks • Motion Graphics • Thumbnails
Infographics & Data Visualization • Templates

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

SOFTWARE

DESIGN & CONTENT
Adobe InDesign • Illustrator • Photoshop
Premiere Pro • After Effects • Express
Final Cut Pro • Apple Motion

DIGITAL PUBLISHING, SOCIAL & WEB
HTML/CSS • Wordess • Email Design
YouTube Studio • Hootsuite • Newsletters

WORKSPACE & COLLABORATION
Google Suite • Microsoft 365 • Keynote

ADDITIONAL TOOLS
Blender • Lightroom • Generative AI Tools

EXPERIENCE

Graphic & Web Designer
2018-PRESENT
FREELANCE 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.

Graphic Designer
SEPT. 2022 — MAY 2025
POLEMOS 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.

Technology Coordinator
2020-2022
HERITAGE UNIVERSALIST UNITARIAN CHURCH CINCINATTI, 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
2017-2022
PRISM 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.