



Daniel Garro

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Education

School of Visual Arts,
New York, NY
BFA

*References available
upon request*

Skills

Adobe Creative Suite
Microsoft Office
Hootsuite
WordPress
Front End Web Dev
HTML
CSS
BootStrap
JavaScript
jQuery
WebFlow

Awards

GD USA Magazine 2015
Hammerstrom Koozie
Nano Invite & Catalog

Experience

Onerder | Senior Designer

09/2016 - 11/2018 | Newark, NJ

- Worked alongside the CTO to conceptualize and design new products while adhering to their tight design sprints. The design required development of dashboards, landing pages, and an elaborate style guide to maintain the products visual identity to ensure the best experience for the user
- Tracked data from their websites with Google Analytics to locate areas that can be improved to offer a better experience for the user, while improving their SEO rankings in educational searches
- Managed a small design team to stay on track of deadlines and Onerder's visual language to produce consistent designs throughout all the departments
- Worked directly with head of Sales and Marketing to create printed and digital content for upcoming grant applications
- Managed and maintained the design and development for dozens of landing pages for Onerder and Onerder's partners in effort to increase sales

W&CO | Senior Designer

09/2014 - 05/2016 | New York, NY

- Created conceptual UI designs for the FashionBoss business analytics tool
- Developed UX and UI for a variety of marketing sites
- Assisted clients with designing and implementing email marketing templates
- Illustrated and developed information graphics for multiple W&Co clients
- Worked directly with clients to manage design of marketing collateral

NYFU | Freelance

02/2013 - 09/2013 | New York, NY

- Responsible for the design and implementation of their new responsive website
- Designed custom email templates and managed mailings that were crucial to email marketing strategy
- Created custom info graphics and maintained production of content for social media