

DAN DELL Senior Graphic Designer

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dcdcreates.com

SKILLS

Senior Graphic Designer with a robust background in both digital and print media. Highly skilled in motion design, print production, and end-to-end project management. Known for leading art direction on premium publications, consistently delivering innovative, cost-effective solutions that enhance visual quality and brand impact.

Art Direction
Editorial Design
Packaging Design
Motion Design
Photo Retouching
Print Design & Production
Project Management

SOFTWARE

Photoshop, InDesign, Illustrator,
After Effects, Acrobat, Figma,
SketchUp, Google Suite,
Microsoft Suite

EDUCATION

School of Motion
Advanced 2D Animation
Certified - 2023

School of Motion
Principles of Animation
Certified - 2021

The Art Institute of Philadelphia
Bachelor of Science
Graphic Design

PROFESSIONAL EXPERIENCE

2012 - PRESENT Senior Graphic Designer Gemological Institute of America - New York, NY

As a creative lead at GIA, a nonprofit institute for research and education, I drive the visual strategy and execution for high-profile design projects across print and digital platforms. I oversee project lifecycles—from concept development to final production—while collaborating cross-functionally with editors, photographers, gemologists, and vendors to deliver impactful, brand-aligned visuals.

- Directed and designed over 500 editions of the GIA Monograph, a premium publication showcasing exceptional jewelry and gemstones. I conceptualize themes, edit photography, design layouts and infographics, and manage external vendors to ensure the highest quality standards. Successfully streamlined production processes, cutting turnaround time by 50% and reducing costs by nearly 33%.
- Lead and coordinate art direction for photo shoots, overseeing the retouching process, print production, color consistency, and adherence to brand guidelines for both printed assets and digital animated deliverables, including social media marketing campaigns. I ensure that all visual elements align with the brand's voice, driving engagement and reinforcing brand presence across digital platforms.
- Manage budgets, quality control, and print production supplies across global locations; design and implement standardized branded templates for in-house printing worldwide.
- Translate complex research and gemological data into engaging, visually intuitive educational materials in collaboration with internal writers and scientists.
- Refine and optimize decks for new product launches, ensuring alignment with senior leadership's vision and strategic objectives.

2010 - 2012 Graphic Designer Edberg Marketing - Edgewater, NJ

At Edberg Marketing, a real estate marketing agency, I played a key role in shaping visual strategies and ensuring effective communication across teams. I provided clear direction to editors and artists, overseeing the design process from concept to completion to deliver high-quality, impactful marketing materials.

- Designed and produced digital and print collateral—brochures, postcards, signage, and 2D/3D floor plans and exterior renders—ensuring clear client communication and high visual impact from concept through final delivery.
- Managed the photography library and provided retouching services to enhance visual appeal and ensure consistency across all assets.
- Coordinated project timelines and scope to ensure on-time delivery. Regularly communicated project progress to department leads and clients, maintaining transparency throughout the process.
- Oversaw the print production process, from creating print-ready files for vendors to managing internal teams and coordinating with external printing houses to ensure high-quality production standards.