



## CONTACT

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[danielvereb.com](http://danielvereb.com)

Portfolio & References  
Available Upon Request

## EDUCATION

### The University of Akron

Bachelor of Fine Arts  
in Graphic Design

## EXPERTISE

- Creative Direction
- Art Direction
- Corporate Branding
- Web Design
- UI/UX Design
- Print Production
- Public Speaking
- Business Strategy
- Inbound Marketing
- Team Management

## TECHNICAL

- Figma
- Sketch
- Canva
- Adobe Acrobat
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Adobe XD
- AI: ChatGPT + Midjourney
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Webflow
- WordPress  
(Elementor + WPBakery)

## PROFESSIONAL EXPERIENCE

### Strategic Association Solutions

Senior Graphic Designer (November 2024 – Present)

- Served as lead designer on a wide range of projects, including print brochures, billboards, branding for lobbying organizations, and internal marketing materials
- Led motion design for marketing campaigns and event videos using Adobe After Effects and Premiere Pro
- Directed layout design for quarterly magazines and editorial publications
- Developed presentation templates (PowerPoint, Keynote, Google Slides), email graphics, social media banners, and website assets for advocacy groups
- Leveraged AI tools to enhance and optimize images for high-quality print production

### Kiwi Creative

Graphic Design Consultant (March 2024 – August 2024)

- Served as lead visual and UI/UX designer for client websites focused on the B2B and SaaS markets
- Designed email graphics, social media banners, and internal website assets
- Developed presentation templates in PowerPoint, Keynote, and Google Slides for corporate clients
- Storyboarded and produced HubSpot marketing videos using Adobe After Effects and Premiere Pro

### Beam Benefits

Senior Brand Designer (May 2022 – January 2024)

- Served as Creative Director for multiple B2C and B2B marketing campaigns, including the “Brokers Are Beaming” initiative and the Beam Brush Pro product launch
- Storyboarded and produced marketing videos using Adobe After Effects and Premiere Pro
- Designed, developed, and maintained the company’s primary website in Webflow, ensuring full ADA compliance
- Created email banners, one-pagers, trade show booth graphics, and branded sportswear for sponsored events
- Managed and optimized company Vimeo and YouTube channels
- Implemented and monitored A/B testing strategies to improve performance across B2C and B2B campaigns

### Viva Creative

Graphic Design Consultant (October 2021 – March 2022)

- Designed print collateral for live events, including commemorative gifts, feather banners, pop-up displays, step-and-repeat backdrops, and event signage
- Created and produced digital event assets such as countdown timers, background loops, walk-in animations, location bugs, and title screens
- Supported the production team by organizing and categorizing event assets, including images, videos, logos, Keynote files, and PowerPoint presentations