




# DANIEL QUINTANA

CREATIVE DESIGN & DIRECTION

## THE OBJECTIVE:

To nurture and inspire individual and corporate growth in a well established, forward thinking in-house creative studio setting with cutting edge & innovative design solutions.

## CONTACT:

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## CONNECT:

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## ◆ ABOUT ME

I am a self motivated, solution oriented creative professional with a positive disposition and an affinity for product design and brand development.

With advanced knowledge of most industry standard design software, and its respective hardware, I'm able to simultaneously balance concept execution, accurate and effective timeline and needs assessment, as well as software proficiency assessment, training and general IT solutions.

## ◆ SKILLS

- ◆ Adobe Photoshop
- ◆ Adobe Illustrator
- ◆ Adobe InDesign
- ◆ MS Office
- ◆ Web PDM/PLM
- ◆ Packaging Design
- ◆ Prints/Patterns
- ◆ Typography
- ◆ Creative Direction
- ◆ Web Design
- ◆ Merchandising
- ◆ Illustration
- ◆ Showroom Design
- ◆ Storyboarding
- ◆ Project Management

## ◆ EXPERIENCE

### **15-17 • DIR. OF MARKETING / CREATIVE SERVICES** *AMIEE LYNN INC.*

▶ From reorganizing and restructuring the department to executing and directing all forms of marketing material, ad work and showroom development this role has further evolved my skillset and honed my team leadership abilities.

### **12-15 • DIRECTOR OF DESIGN** *UNITED LEGWEAR & UNDERWEAR CO., LLC*

▶ Responsible for managing the goals and effectiveness of the design department through seasonal timelines and interdepartmental SOP. With a heavy focus on product line management and packaging development I often took my role to the factory level to ensure product excellence.

### **11-12 • DIR. OF PRODUCT LINE MANAGEMENT** *UNITED LEGWEAR & UNDERWEAR CO., LLC*

▶ Being charged with the customization and implementation of ULC's web based PLM system while simultaneously spearheading packaging for all brands lead to the implementation of an auto-assign style numbering system and smart numbers for packaging.

### **10-11 • DESIGNER / MERCHANDISER** *UNITED LEGWEAR & UNDERWEAR CO., LLC*

▶ Lead designer & merchandiser for Global brands such as - SKECHERS, True Religion and PUMA as well as various private label and various charity projects.

## ◆ EDUCATION

**04-05 • FULL SAIL UNIVERSITY - AUDIO ENGINEERING**

**15-16 • GENERAL ASSEMBLY - CSS, HTML & WEB DESIGN**

**16 - 17 • GENERAL ASSEMBLY - UX DESIGN**

**17 • IDEO-U - INSIGHTS FOR INNOVATION**