

Daniel Hoopes

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(608) 345-4532
Minneapolis, MN

Skills

- Microsoft Office
- Graphic Design
- Adobe Creative Cloud
- Photography
- Smartsheet
- Illustration
- Typography
- Iconography
- Composition
- Adaptable
- Attention to Detail
- Problem Solver
- Team Oriented
- Time-management
- Multi-tasking
- Communication

Professional Experience

Graphic Designer • 02/2024-06/2024 • *Skyward Scribe*

I developed and created Skyward Scribe's entirely new brand: Notes of Eden from the ground up. I created Notes of Eden's logo, colors, and hand-picked typography. I created more collateral from that starting point including the back of the seed cards, a notecard, a sell sheet, stickers, packaging, icons, a landing page, and social media posts. Collaborating with Notes of Eden's owner/founder we were able to launch an online store, an Etsy shop, and several card displays at Co-ops and garden stores in the metro area.

Graphic Designer & Photographer • 10/2018-06/2023 • *Len Busch Roses*

Half of my time was spent on graphic design, and the other half was spent on photography. Some graphic design I worked on included holiday and promotional catalogs, one-pagers, logo and branding updates both internal and external, advertisements, event and class collateral, website updates, and internal communication. Most of the photography I worked on was product photography of all Len Busch Roses products including plants, flowers, and supplies.

Graphic Design Intern • 05-08/2018 • *Discover Mediaworks*

On the marketing team, I worked on several design projects across multiple internal and external brands. Those design projects included print design like booklets, signage, posters, wraps, and merchandise as well as digital design like ad promotions, case studies, and social media posts. Being flexible and agile allowed me to seamlessly switch between projects and deadlines to fill in the gaps and get things done.

Graphic Designer • 12/2017-04/2018 • *Cheramy Story Arts & Marketing*

As one of a few Graphic Designers on the team, I worked on several different brands helping and managing them. Some work I created for those brands included tri-fold brochures, mailers, logo design, branding, website support, and social media research. Working for Cheramy's small but mighty team allowed me to start honing my skills and expertise in design.

Graphic Design Intern • 05/2016-08/2016 • *Baird*

As a Graphic Designer on the team, I worked on several different projects within Baird's brand. Some work I created for Baird included brochures, maps, mailers, infographics, internal logos, branding, advertisements, and presentations. We even won an award for third place for our presentation near the end of our internship. Working for Baird solidified my love for design.

Graphic Design Intern • 05/2014-08/2014 • *High Point Church*

Working on the communications team at the church I was the Graphic Design help wherever it was needed. Some of that help ranged from sermon series graphics, book cover and layout design, one-pagers, infographics, iconography, and brochures. This was my first foray outside of school into Graphic Design where I started to hone my skills and brought new possibilities with visual communication to High Point Church.

Education

B.F.A. Graphic Design And Interactive Media • 05/2017 • *University of Wisconsin-Stout*

Classes included Senior Project, Typographic Design, Javascript for Aesthetic Experience, Graphic Design II, Interactive Design II, Letterform, Serigraphy and more.