



DANIEL BARLOW

GRAPHIC DESIGNER

EXPERIENCE

Production Coordinator/Graphic Designer

Association Development Group, Inc., Albany NY

February 2018 - Present

- Manage and oversee project management software and processes
- Gather specifications at project kickoff, determine resource needs and allocate work to necessary teams and vendors
- Coordinate with project teams and vendors to ensure deadlines are met
- Assisted with proposal preparation and estimates
- Create and update association brands while applying innovative design concepts for conferences and events

Co-owner/Graphic Designer

Southpaw Strategies, Cohoes NY

May 2011 - Present

- Manage and design mailers for over 40+ rotating clientele, including Mayor of Albany Kathy Sheehan, Mayor of Saratoga Joanne Yepsen and Westchester County Legislator Catherine Borgia.
- Organize and maintain 100+ mailers and other print materials for updating, creation and referencing for new clients.
- Work cohesively with business partner and print vendor to ensure timely mailings and quick turn time during election season.

Sr. Graphic Designer

GE Creative Services, Schenectady NY

January 2013 - January 2018

June 2011 - July 2012

- Solely managed hundreds of documents including but not limited to brochures, manuals, technical specifications, fact sheets and forms. Working directly with customers to guarantee accurate content, and to conform with the current GE brand standards applicable to the specific businesses.
- Designed and executed global trade show booths for GE businesses, including: Global Research, Oil & Gas and Power. In addition, design applications needed for shows, such as web design, email blasts, print design, and digital signage.
- Collaborated with designers as well as work independently to meet tight deadlines and turn around while maintaining a high level of design – exceeding the needs of the customer.
- Lead rebranding efforts internally, overseeing multiple designers, from Oil & Gas to Baker Hughes, a GE company, complying with new brand standards and consistency across all work.
- Updated and managed GE's Oil & Gas online photo library for customer usage.
- Worked with higher level executives to help create their design needs. Including the creation of three 60+ page product catalogs for the CEO of Global Research, Victor Abate.

Graphic Designer

NYS Assembly, Albany NY

July 2012 - November 2012

- Responsible for designing, managing and ensuring accurate print production of NYS Assembly member mailers and print materials.
- Instructed weekly design meetings to introduce new and efficient procedures to maximize efficiency and design creativity.
- Participated in weekly critiques of current and past work to elevate designs to exceed client expectations.
- Operated large scale Epson printers for in house production to accelerate turn time.

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EDUCATION

SUNY Oswego

Graduated May 2010

Bachelor of Arts, Graphic Design

Concentration in Print Media
Minor: Business Administration

SKILLS

Proficient on Mac/PC

- Adobe Creative Suite Creative Cloud: InDesign, Photoshop, Illustrator, Bridge, Acrobat
- Microsoft Office and Outlook

Knowledge on Mac/PC

- Adobe Creative Suite Creative Cloud: Dreamweaver

Eagle Scout

- Leadership/Management experience
- Organized events consisting of 30-50 attendees

ACHIEVEMENTS

- Recipient of several "Creative Concept" awards for designs used at tradeshow, in product catalogs and various brochures.
- 2014 Pollie Award winner by the American Association for Political Consultants for work on behalf of Rensselaer County Legislator Gary Pavlic.