



DANIEL BARLOW

GRAPHIC DESIGNER

EXPERIENCE

Senior Graphic Designer

Creative Services - FieldCore, a General Electric company, Schenectady NY

January 2019 - Present

- Design and manage various print and digital media collateral for GE's global businesses and Baker Hughes, an external client of Creative Services, as well as other GE subsidiary businesses, including GE Research, GE Healthcare and GE Renewable Energy
- Collaborate with account management teams to develop creative strategic campaigns for Baker Hughes and various GE subsidiary businesses, internally and externally
- Manage in-house and freelance designers, scheduling workflow, as well as training designers to follow internal agency processes
- Oversee all brand standards of Baker Hughes and its subsidiaries to ensure brand compliance is met with innovative design

Production Coordinator/Graphic Designer

Association Development Group, Inc., Albany NY

February 2018 - January 2019

- Managed project management software and processes for various projects and designers within the company
- Gathered project details and information at project kickoff, determined resources needed and allocated work to necessary designers and vendors
- Coordinated with various project teams and vendors to ensure all deadlines were met
- Assisted with proposal preparation and estimates
- Created and refreshed brands with innovative design concepts for conferences and events

Co-owner/Graphic Designer

Southpaw Strategies, Cohoes NY

May 2011 - March 2019

- Managed and designed political campaign mailers for over 40+ rotating clientele, including Mayor of Albany, Kathy Sheehan, Mayor of Saratoga Springs, Joanne Yepsen and Westchester County Legislator, Catherine Borgia
- Created, updated, and organized 100+ mailers and other print materials for clients during campaign season and throughout the year
- Worked cohesively with co-owner and vendors to ensure organization, timely mailings and quick turnaround time during campaign season

Senior Graphic Designer

GE Creative Services, Schenectady NY

June 2011 - January 2018

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

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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 trade shows, 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.