

DANIEL FERENS

RELEVANT SKILLS

Adobe Indesign



Adobe Bridge



Microsoft Office



Adobe Photoshop



Mac OS X



Shopify



Adobe Illustrator



Windows 10



Wordpress



WORK EXPERIENCE

2017-Present

Design & Development Manager

Thornton, Ontario

Dogs Naturally

- Continue duties of Graphic Designer position
- Develop and maintain style guide for consistent branding, style and messaging across all website properties
- Design new and optimize existing web properties
- Recruit remote workers and oversee ongoing web development tasks for multiple web properties
- Photograph and close-crop store products with a high level of accuracy and speed
- Design engaging and compelling creatives for online websites and modify existing website interfaces
- Troubleshoot ongoing technical challenges for websites
- Adapt to and implement various software for CRM, lead generation and e-commerce
- Optimize marketing for e-commerce store increasing sales by 200x over the last three years

2016

Web & Graphic Designer

Thornton, Ontario

Dogs Naturally

- Design engaging and compelling creatives for all media platforms including print and digital advertising
- Update and maintain brand style guide to keep consistent branding, style and message across all properties
- Work on multiple projects simultaneously in a fast-paced environment while maintaining accuracy
- Layout, edit and design 72 page bi-monthly print publication
- Create images, signage and infographics for blog posts, print publications, emails and trade shows
- Work with a rapidly growing team

2013-2015

Junior Graphic Designer and Photographer

Markham, Ontario

St.Regis Crystal

- Participated in the design of various company catalogs including Pictureframes.net and Waterleaf Studios
- Created numerous types of artwork and prepared assets for company websites
- Designed and setup scheduled e-blasts using Dreamweaver and Constant Contact
- Created a variety of marketing material including trade show signs, flyers and banners
- Close-cropped and cleaned-up product shots with a high level of accuracy and speed
- Photographed client proofs and new company products to be used in marketing material
- Edited photographs for use in company catalogs

EDUCATION

2010-2012

Advanced Diploma in Graphic Design

Toronto, Ontario

Seneca College for Applied Arts and Technology

- Graduated with Honours

2008-2010

Diploma of Independent Digital Photography

Toronto, Ontario

Seneca College for Applied Arts and Technology

- Graduated with Honours

2006-2008

Digital Media Arts Program

Toronto, Ontario

Seneca College for Applied Arts and Technology

- Awarded a Certificate of Achievement in Student Mentoring