



hello@danielagarcia.design
danielagarcia.design
484.721.4400

Education

Kutztown University
of Pennsylvania, Kutztown, PA
BFA in Communication Design
Concentrations:
Graphic Design and Illustration
May 2020

Skills

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Bridge
HTML & CSS
Photography
UX Design
Digital Illustration
Typography
Traditional Art
Native Level Spanish

Honors and Awards

Dean's List | Kutztown University
Fall 2017 – 2020
Awarded to students who demonstrate
academic excellence with a 3.6 GPA or
higher.

Mumedi Poster Contest Semi-Finalist
January 2020
Semi-finalist in a juried international
poster contest.

KUCD Illustration Award Nominee
March 2020
Nominated for the Communication
Design Illustration Senior Award.

Industry Experience

Freelance Designer | Various Clients | Reading, PA | 2018 – Present

- Collaborates with clients to create custom logos, branding and websites.
- Illustrated a spring t-shirt collection and logo for a local brand owner.
- Creates and delivers work within set deadlines.

Partners Design, Inc. | West Reading, PA | Intern | Summer 2019

- Designed cohesive signage for the studio's new location, including wayfinding signs for businesses in the building.
- Designed a branding identity for West Reading Community Revitalization Foundation's campaign to attract tourism and commerce in the city.

Freelance Artist | Various Clients | Reading, PA | 2015 – Present

- Communicates efficiently with clients to create custom portraits and artwork.
- Creates detail-oriented and creative work with a high degree of craftsmanship. Different mediums include pastel, colored pencil, acrylic and oil paint.
- Sells original art and prints.

Other Work Experience

A.C. Moore | Temple, PA | Custom Framing Specialist | June 2019 – March 2020

- Managed the store's custom framing business and ready-made frame department.
- Utilized artistic ability to provide relevant frame, mat, fillet, and glass suggestions to create a design that meets the client's needs.

Volunteer Work

Student Alliance for Latino Success & Achievement | Kutztown University | 2017 – 2019

- Participated in fundraising events and worked together with other on-campus associations to promote events on campus to encourage diversity and unity among the student body.

Designathon | Kutztown University | March 2018 – 2019

- A 24-hour collaborative event where students design for non-profit organizations.
- Illustrated icons and logos for a YMCA Summer Camp brochure. Worked alongside a team of 2-3 designers.
- Consulted and presented final designs to the client.

Design RX | Kutztown University | February 2020

- Art directed and collaborated with a design partner to create a branding identity for a Kutztown University Faculty Member.