



daniel afrahim

646.484.9606

info@designbydaniel.com

www.DesignbyDaniel.com

I am an experienced **interaction designer**, specializing in web and mobile UX/UI design. My philosophy for interaction and visual design is centered around a clear understanding of the end-user.

## Experience

**Infor** | New York, NY

7/2012 - Present

*Interaction Designer, Product Experience Design*

World's third-largest enterprise application provider, with more than 150 products and 70,000 customers across over 2,100 industries.

- › Create beautiful and instinctive web and mobile UX/UI, consciously designed to meet the specific needs of widely differing products and industries
- › Responsible for conceptualizing and redesigning the user flows, visual assets, functional components, iconography, design patterns, and guidelines for a wide range of desktop and mobile software and web applications
- › Routinely create detailed concept boards, wireframes, and graphic comps, to clearly communicate interaction and design ideas
- › Closely collaborate with product designers, engineers, developers and managers from offices all over the world
- › Part of the team which redefined and redesigned the entire international corporate brand
- › Mentor junior designers on internal design styles and standards, general UX/UI best practices, and maximizing productivity with design software
- › Responsible for screening and interviewing potential new hires

**Design by Daniel** | New York, NY

6/2004 - Present

*Creative Director, Principal*

Co-founder of independent design and consulting firm with multiple clients, including Mckinsey & Company, Bramson ORT College, Innovid, and The Week Magazine.

- › Work with clients to see beyond their initial request, helping them to realize their true needs
- › Provide graphic, UX/UI and web design, art direction, SEO, and programming services for a variety of projects
- › Company website, DesignbyDaniel.com, ranks high on Google for keywords such as "Freelance Designer", "Freelance Art Director", "Freelance Web Designer", and "Freelance Graphic Designer" in New York City

**McKinsey & Company** | New York, NY

2/2012 - 2/2013

*Freelance Interactive Design Consultant*

One year contract as the expert UX/UI reference and resource for the in-house design team of a global management and consulting firm.

- › Concepted and designed original wireframes, detailed comps, visual assets, iconography and interaction style guides for multiple mobile and web-based applications
- › Created visual concept boards and comps based off of proposals from consultants, creative directors and managers
- › Supervised development team efforts to ensure that final products correctly followed approved graphic comps
- › Collaborated with designers, managers, consultants and developers both in New York and India offices



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## Experience

**Blue Fountain Media** | New York, NY

10/2009 - 4/2012

*Senior Designer*

Web design, development, and marketing agency, whose clients include Procter & Gamble, AT&T, NASA, the National Football League, Sony and Nike.

- › Created UI wireframes and mock-ups based on both requirements and personal research, to establish best-possible user experiences
- › Designed brand identities, style guides, print materials, and online/offline ads for multiple top tier clients
- › Ensured that designs and user flows not only met project goals but were easily understandable to both clients and developers
- › Worked closely with the IAs, marketers, managers, developers, and other designers, motivating them to elevate the bar and ensuring perfect execution
- › Worked alongside managers and directors, while managing junior designers
- › Collaborated with the CEO and CMO on different projects and strategies to grow the business

**Bramson ORT College** | New York, NY

1/2006 - 10/2009

*Senior Graphic / Web Designer*

Hired with the specific mandate to re-brand and increase student admissions at a technical college. Within three years the admissions rate tripled and the school opened a new campus

- › Lead designer of a complete re-branding of the whole institution
- › Designed an all new website to help and attract perspective students, and as a resource for existing students and faculty
- › Developed a new series of corporate and promotional materials
- › Responsible for screening and mentoring junior designers

## Education

**New York Institute of Technology** | New York, NY

2006 - 2009

Bachelor of Fine Arts in Computer Graphics

## Proficiency

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash, Dreamweaver & Acrobat Pro)

XHTML, CSS, MS Office, Moqups, iOS, Android, and 3ds Max

Familiar with both Mac and PC Platforms

## Recognition

Interactive Media Awards

2011 & 2012

Horizon Interactive Awards

2011 & 2012

NY Post: Top Graphic Designers in New York

2011

The American Web Design Awards

2010

The American Design Awards

2008

## Testimonials

A very talented designer, Daniel brings his skills, dedication, and a tireless work ethic to every project. He works round the clock to make sure each execution is perfect, and that each piece he turns out is flawless. As an added bonus, he's also an incredibly nice guy. I would hire Daniel again in a heartbeat.

*Mike McCabe, Vice President, Creative*