

Daniel Merk

10101 Champion Ave
Cleveland, OH 44111
216 513.6367
daniel@danmerk.com

Profile

An experienced results driven professional with the unique combined skill sets of creative project management blended with proven entrepreneurial success generating and maintaining new business.

- : Project management
- : Electronic medias
- : Trend forecasting
- : User experience designer
- : National & International sourcing
- : New product development
- : Client side relations
- : Brand strategist

Work Experience

PRESENT

DANIEL MERK DESIGN: CLEVELAND, OH

Principal

Creative individual with a passion to develop brand strategies through user experience (UX) and user interfacing (UI) design. Developing creative solutions both in the internet and printed medias. Specializing in brand strategy, communication design, identity design, art direction, and concept development.

- : Creative direction with the end user in mind.
- : Wire-framing, project management, and user interface design.
- : Niche industries include professional services, manufacturing, consumer retail & entertainment.

12.08 - 06.11

TRENDS INTERNATIONAL : INDIANAPOLIS, INDIANA (CLEVELAND, OH OFFICE)

Senior Licensing Designer/ Project Manager

Managed the design production and sourcing of a new cutting-edge product category for a manufacture of licensed consumer goods. Categories included licensed wall décor, social expressions, and calendars. Clients included Disney, Pixar, Hasbro, NECA, Marvel, Nickelodeon, WWE, NFL Licensing, Justin Bieber, Lady Gaga, and Bob Marley.

- : Maintained brand standards both with digital and printed marketing materials.
- : Lead a cross functional team of 6 including designers and engineers.
- : Sourced and coordinated timelines with overseas vendors and licensees.
- : Ensured quality control and on time execution from both national and international manufacturers.
- : \$1.5mil annually in store-wide sales resulting in best sales for product category history.
- : Generated a monthly 50% increase in sales, outperforming the leader in wall décor category.

05.02 - 12.08

THOUGHTWORKS : CLEVELAND, OHIO

Creative Director/Manager

Responsible for overseeing and managing a team of new product designers as well as strategic marketing and retail placement in North America. Products ranged from consumer electronics, home and office décor, children's toys and educational games. Clients included Successories, Blip Toys, Trends International, CEACO Puzzles, and Nottingham – Spirk.

- : Lead the research and development of new technologies such as lenticular design, motion graphics, audio and video.
- : Supported the marketing and sales teams with digital and printed presentation materials for business growth.
- : Managed oversees engineering, manufacturing and logistics.
- : Conducted usability and controlled group testing for target markets.
- : Drove the marketing and sales strategy to tier one/ and tier two retail and grocery chains.
- : Created a Disney product line for Walgreens resulting in storewide sales of 85% sell-through for 5000 stores.

08.00 - 05.02

BRULANT : CLEVELAND, OHIO / PALO ALTO, CALIFORNIA

Senior Creative Consultant/ User Experience & User Interface Designer

Senior creative resource for information technology firm. Clients on the business to business side and business to consumer markets. Clients included Eaton Corporation, Cleveland Foundation, Incyte Genomics, and various law firms.

- : Collaborated with senior web developers and programmers to create internet and intranet web sites.
- : Performed usability testing, wire-framing, and project management.
- : 2001 Webby Award for Best Legal Website for Thompson Hine LLP Law Firm



Daniel Merk

10101 Champion Ave
Cleveland, OH 44111
216 513.6367
daniel@danmerk.com

Freelance

CAD PROFESSIONAL MICROPHONES

Brand refresh of professional microphone packaging for sale in consumer retail markets. Responsibilities include packaging, sourcing, brand development, and studio photography. Developed functional packaging and better user experience for mass retail audiences.

REUBEN GROUP ADVERTISING

Developed business to business website as a contract employee of Reuben Group. Worked directly with client and photographer to enhance user experience on the internet. <http://www.alcomfgcorp.com/>

INN THE DOGHOUSE PET RESORT

Developed complete brand package for local pet resort. Deliverables include brand campaign, print collateral, and website complete with location photography. This work was pro-bono and was donated for the purpose of community development. <http://www.innthedoghouse.com/>

CUYAHOGA COMMUNITY COLLEGE : CLEVELAND, OHIO

Part Time Faculty : Visual Communication Design

Instructed web design using Dreamweaver for the Visual Communication department. Responsible for class development and real world experience for design and art students using HTML and Dreamweaver.

Education

KENT STATE UNIVERSITY : KENT, OHIO

Bachelor of Fine Arts

School of Art / School of Journalism and Mass Communication

Division of Communication Design / Commercial Photography

Technical Skills

Proficient in multiple platforms

DESIGN TOOLS

Adobe Creative Suites (Photoshop, InDesign, Illustrator, Acrobat), Dreamweaver, Flash, BBEdit, HTML, CSS

VIDEO AND AUDIO TOOLS

Adobe After Effects, QuickTime Pro, Propellarheads Reason and Recycle, Audacity, Abelton Live

COMMERCIAL PHOTOGRAPHER

Specializing in consumer retail products and portraits

Professional Organizations and Awards

2011 Global Lenticular Awards - Received two nominations in the category for Best Sales Material in 3D Lenticular

Board member of AIGA Cleveland Chapter 2005-2007

Active member of AIGA Cleveland

409 Gallery Shows: 2003-2006 Collaborative art group shows for Photography and Performance art in mixed media and audio.

2001: Webby Award for Best Legal Website on the internet for Thompson Hine LLP

Portfolio

<http://www.danmerk.com>

