

DANIEL GROTH

SENIOR GRAPHIC DESIGNER

CONTACT

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EDUCATION

BACHELOR OF FINE ART

ILLINOIS INSTITUTE OF ART
Graphic Design
2011 – 2014

SKILLS

TOOLS

- Adobe Creative Suite
- Illustrator
- Photoshop
- InDesign
- Lightroom
- Figma (working knowledge)
- XD / Sketch
- SketchUp
- Office Suite

PROFESSIONAL

- Product / Package Design
- Logo and Branding Design
- Digital / Print Design
- Creative Design
- Graphic Design
- Web Design
- Presentations and Proposals
- Corporate Identity
- Project Management
- Customer Relations
- Strategic Planning
- Team Management

PORTFOLIO

danieljgroth.com

Packaging: Aura hair tools, Sara Lee dessert shakes

Digital: Web ads, web/app UI

Also: Branding, 3D, photography, sketches

PROFILE

Senior graphic designer with 10+ years across in-house and agency teams, creating packaging, retail, print, and digital marketing work. Hands-on in product and package design, illustration, brand guides, and social media ads, with CPG packaging in my portfolio for Aura hair tools and Sara Lee dessert shakes.

EXPERIENCE

SENIOR GRAPHIC DESIGNER | 2018 – PRESENT

H.T. HACKNEY

Develop initial concepts and refine iterations, integrating brand messaging, color, imagery, type, and composition into creative deliverables. Create graphic solutions for corporate and retail environments while cultivating client relationships and building trust internally and externally as an advisor.

- Marketing graphics and layouts
- Art direction and key visual proposals
- Presentations and models
- Interior design 2D and 3D for layouts

GRAPHIC DESIGNER | 2022 – 2025 (CONCURRENT)

ALZHEIMER'S ASSOCIATION

Produced brand-specific print and digital media ads, infographics, flyers, brochures, and event media while maintaining project schedules, guides, and styles. Delivered meaningful, impactful work for a wide variety of audiences, both internal and public.

- Print and digital design
- Communication campaign design
- Layout & promotional design
- Design guide creation

GRAPHIC DESIGNER | 2015 – 2017

A2 ADVERTISING (FORMERLY AHA)

Worked hand-in-hand with agency clients to execute skillfully crafted marketing deliverables, producing infographics, flyers, brochures, and retail solutions.

- Design style guide production
- Development of communication strategy
- Coordination between clients and the studio
- Validation of final renderings

PRODUCT DESIGNER | 2015

NEAT-OH

Worked closely with the Marketing and Social Media team to execute marketing plans, producing social media ads, infographics, flyers, brochures, and event media in line with brand guides.

- Package design & layout
- Toy design illustration
- 3D prototyping
- Design guide compliance