

# Daniel van Dalen

As a driven and ambitious 22 year old Junior Graphic Designer, I'm passionate about visual storytelling that connect with people on a fundamental basis. With a bachelor's degree in Graphic Communication and with over 2 years of experience working as an studio designer and in-house designer for an award-winning luxury hospitality company. I'm excited to create new stories that people can feel a part of.

## Experience

### Junior Graphic Designer

Sircle Collection

31 Aug. 2023 - Present

Design lead on Sir Joan Private Hotel campaign generating over 30k with a single ad within a month, + 9 potential bookings.

Successfully designed and delivered for over 20 campaigns spanning from emails, social media, animations to printed collator within the hotels with the senior designer and as a stand alone design lead.

Conceptualised and designed a high luxury candle packaging set. Designed the social media identity and communication for Sir Joan Hotel ,the Sir Victor Spa & the Rooftop Bar.

### Graphic Design Intern

Sircle Collection

17 April. 2023 - 31 Aug. 2023

Created and managed a design system for the hotel staff to create on-brand signage easier with an approval system for two hotel brands. Designed printed collateral for 3 different hotel brands, from welcome letters, store signage, in-room bar menu, bar menus.

Supporting the marketing department with designing investors decks, sales booklets, factsheets and hotel collateral. Redesigned the website for Miznon a restaurant chain under the portfolio of Sircle Collection.

### Graphic Design Intern

Dutch Design Agency

7 Sept. 2020 - 30 May. 2021

Collaborated on projects to create design elements for clients as Nivea and Gotzha. Storyboarded and designed all animation videos, from brand videos to supporting website animations.

# Education

University of Northampton  
BA Graphic Communication  
2021 - 2022

- Finished a 3 year course in 1 year with honours

Grafisch Lyceum Rotterdam  
Graphic Designer (masterclass)  
2018 - 2021

- Finished in the top 1% of my course
- Part of an exchange program with a Swiss design university

Insula College Koningstraat  
2014 - 2018

# Design Skills

Branding  
Webdesign  
Webdevelopment  
Editorial  
Layout  
Animation  
Photoshop  
Indesign  
After Effects  
Webflow

# Certification

Graphic design Masterclass  
2021

Cambridge English C1 advanced  
2021

# Soft Skills

Communication  
Problem solving  
Psychological & conceptual thinking  
Teamwork  
Receiving & giving feedback  
Outspoken  
Time management

# Contact

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