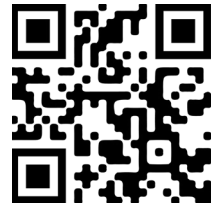


Daniel Haines Graphic, Web & Motion Designer



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Profile

Hi I'm Dan a Multidisciplinary designer with expertise in motion, branding, and digital design. Experienced across gaming, sports betting, and music culture. Skilled at developing clean, impactful visuals for both digital and physical environments, from stadium LED graphics to social media campaigns. Founder of In-Reach and OKAY Clothing, with a strong ability to manage brand identity, content creation, and digital presence.

My Work Experience

2024 - Present

Senior Designer

SuperGroup (Betway)

Lead designer for Betway's entire Canadian market output, delivering end-to-end visual campaigns across digital, social, and print. Responsible for designing LED stadium screens for the Ottawa Senators and West Ham United, as well as branded content seen by millions of viewers annually.

2024 (Part Time)

Motion Designer

Made In Pixels

Produced motion graphics and visual assets for Web3 startups, supporting website launches, promotional YouTube content, and social media campaigns. Worked closely with founders and developers to translate complex concepts into clean, engaging visual stories.

2019 - 2024

Digital Designer

FSB Tech, London

FSB Tech provided fully managed enterprise and retail solutions for sportsbook and casino operators. I drove marketing for FSB and its clients, including Blacktype and Jennings Bet, creating a wide range of media across video, print, and web.

2017 - 2018

UI Designer

Mojito Media, London

I was involved in many aspects of design at Mojito Media including website design, branding, UX and UI layouts. I was also asked to brainstorm new ideas and concepts for their brand overhaul where I used 3D editing software such as Blender and Cinema 4D.

2013 - 2017

Mid-Weight Designer

WinTechnologies, London

WinTech was a great start to my design career, working in a large, collaborative team with regular critiques that boosted my confidence and skills in motion design and print. I also led land-based advertising for the Hippodrome Casino in London.

Expertise

After Effects

Premiere Pro

Photoshop

Illustrator

Figma

Creative Cloud

CMS

Web Design

Ai Workflows

Job References

Joachim Bjerg

Betway, London

Jay Herbert

Made In Pixels

Peter Dearsley

FSB, London

Further details on request.