

# Daniel Phillips

Durham, NC · 984-218-4770 · [dtphillips1@outlook.com](mailto:dtphillips1@outlook.com) · [www.dphillips.me](http://www.dphillips.me) · [in/daniel-phillips-design](https://in/daniel-phillips-design)

## Designer & Marketing Professional

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Designer and marketing professional passionate about human-centered design, solving problems, and telling stories. Currently working as the Marketing and Design Manager for BauscherHepp, Inc. leading the full spectrum of the company's brand presence from concept to customer touchpoint. With 7+ years as a Designer in the marketing industry that crafted a keen understanding of user-centric design principles and turning complex ideas into visually appealing design solutions. Hoping to design solutions that solve important real-world problems and make life just a little better.

## SKILLS

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**Visual Design:** Visual Design, Print Design, Typography, Color Theory, Sketching, Wireframes, Prototypes, Information Architecture, Agile Method, Design Thinking, User-Centered Design, Web & Mobile Design, Icon/Logo Design, Graphic Design, Catalogs

**Marketing & Product:** Trade Shows, Brand Strategy, Product Marketing, Product Management, Social Media, Email Marketing, E-Commerce, Content Strategy, Vendor Relationship Management, SEO

**Video:** Videography, Editing, Color Theory, Lighting, Sound Editing, Motion Graphics

**Tools:** Figma, Photoshop, Illustrator, Canva, InDesign, AfterEffects, Catsy, AutoQuotes, Excel, Maze, Shopify, OptimalWorkshop, Slack, Asana, HTML/CSS, Webflow, Google Analytics, AI Tools (ChatGPT, Otter, UserDoc, etc.), CMS, Hubspot

**Other:** Organization, Communication, Problem-solving, Creativity, Empathy, Adaptability, Patience

## EXPERIENCE

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**BauscherHepp, Inc.** | Raleigh, NC

**Marketing and Design Manager** | Aug 2025 - Present

BHI is one of the leading tabletop product businesses in the United States, specializing in porcelain, flatware, glassware, food service furniture.

- Plan, design, and execute trade shows and industry events (National Restaurant Show, NAFEM, etc.) from concept through on-site execution, representing the brand to a wide audience of dealers, end users, and industry partners.
- Serve as a key marketing liaison for sales reps, vendors, dealers, and end users. Developing materials and strategies that support the full sales channel.
- Collaborate with key vendors (Ed Don, Webstaurant, Wasserstrom, etc.) to promote products in their e-commerce sites and marketing campaigns
- Produce print and digital catalogs and brochures that communicate product lines clearly and compellingly across multiple audiences.
- Design custom tableware solutions including logo-branded porcelain and etched cutlery and glassware for hospitality clients with specific requests.
- Manage all product data to ensure accuracy and consistency across sales and marketing channels using Product Information Management and Business Management Software (Catsy, AutoQuotes)
- Own and maintain the company website, overseeing content updates and brand alignment across the digital presence.

**Graphic Designer** | May 2024 - Aug 2025

- Preparing, designing, and launching the new Core Collections catalog, as well as updating yearly brand catalogs.
- Designing product information sheets for print and digital use requested by the sales team for interacting with dealers and end-users.
- Managed inbound sales team requests, prioritizing and executing design assets.
- Designing new pages and updating old pages on the company Shopify website.
- Designing emails in Hubspot to be sent out both internally and externally.

- Planning and designing trade show booths for multiple trade shows throughout the year.

#### **UX/UI Designer | HumbleWorks | Remote | Jan 2024 - Feb 2024**

HumbleWorks is a sustainable standing desk company based out of the UK. They are striving to help workers balance mental and physical well-being during desk work hours.

- Client presented their current beta for an app that was meant to partner with their standing desk products. The app sets goals and monitors mood, movement, and productivity.
- Team of three was tasked with validating user pain points and designing solutions to bring the client closer to launching the app. Key areas of focus were improving data visualization, developing a new design system, and finding ways to give users actionable feedback.
- Assisted the research process and took lead on developing the wireframes and prototypes.
- Project resulted in a finished concept version of the app to be sent to the development team and a completed design system.

#### **UX Design Immersive Fellow | General Assembly | Remote | Oct 2023 – Feb 2024**

Completed 480+ hours of intensive, remote training of full-cycle UX/UI methods with an emphasis on UI Design, user testing, and rapid iteration. Implemented web and mobile design solutions for clients, individually as well as collaboratively. Developed projects, including:

- **Record Krate**
  - Tasked with finding a website with usability issues and finding a way to solve those issues. Focused on a local, small-business record store named Record Krate.
  - The Record Krate website included multiple usability issues involving the navigation of their site. Users found the navigation bar and product feed confusing and took a long time to locate products. Goals were to improve users' ability to navigate the site while also modernizing the visual design.
  - As the sole designer for this project, responsibilities included user research, usability testing, generating design solutions, building a prototype for testing, and evaluating test results to determine next steps.
- **REI**
  - Tasked with finding a way to develop a climbing community for REI customers. The goal was to create a new app for REI that was solely focused on supporting a climbing community, both for climbing and non-climbing days.
  - Main priorities for the first iteration was to build features for the process of planning a climb. Insights from research led us to focus on discovering climbs, viewing route info, reviewing safety recommendations, and implementing gear recommendations.
  - Assisted the research process and took lead on developing the wireframes and prototypes.

#### **Digital Designer | Direct Marketing Group | Raleigh, NC | June 2020 – June 2023**

- Created multiple 15-20 second social media video ads for various clients every day
- Planned, filmed, and edited multiple on-site commercials with voice-over and motion graphics
- Redesigned a responsive small business website with intuitive user interfaces using Webflow that led to a 20% increase in conversions
- Created compelling landing pages that captured user attention and averaged a conversion rate of 8%
- Collaborated with production team of 3 members to produce over 100+ creative assets a week with Adobe Creative Suite for use in social media posts, ad campaigns, and website banners
- Promoted from contract Graphic Design to full-time Digital Designer for professional quality of assets designed and optimizing the workflow of the production team

#### **Graphic Design Intern | Rescue Church | Durham, NC | Jan 2019 – March 2020**

## **EDUCATION**

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**Bachelor of Science, Interdisciplinary Studies, Liberty University, Lynchburg, VA, Graduated 05/2020**