

Daniel Neifert

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WORK

Little

Associate Experiential Graphic Designer
Charlotte, NC
2022-2026

Lead environmental graphic, wayfinding, signage, placemaking, and interpretive design projects from concept through implementation across workplace, higher education, healthcare, civic, and mixed-use environments. Collaborate with clients, architects, interior designers, and fabricators to develop experiences that connect people, place, and brand.

Case Studies

Vanguard Workplace Experience

- Environmental graphics program across 9 floors and 50+ installations completed within an accelerated 18-month delivery schedule.
- Contributed to a workplace experience recognized with CoreNet Innovative Project of the Year.

Atlantic Coast Conference Headquarters

- Developed environmental graphics strategy celebrating 15 member institutions while maintaining a unified conference identity.

Studio Matthews

Experiential Graphic Designer
Seattle, WA
2020-2022

Designed environmental graphics, interpretive exhibits, donor recognition experiences, and placemaking programs for cultural, civic, and workplace projects.

Case Studies

Seattle Waterfront Park

- Contributed to a 20-acre civic redevelopment project featuring 100+ interpretive and visitor experience elements.
- Helped develop more than 30 interconnected interpretive narratives integrated throughout the waterfront.

Seattle Design Festival – Vacant Seattle

- Developed an interactive public installation encouraging community dialogue around vacancy and urban change.

LEADERSHIP

SEGD Charlotte Chapter

Co-Chair
2025-Present

Lead programming, professional development, and community engagement initiatives for Charlotte's experiential graphic design community.

EDUCATION

University of Washington

Bachelor of Design (BDes), Visual
Communication Design
Seattle, WA
2020

SOFTWARE

Illustrator, InDesign, Photoshop, Acrobat, SignAgent, Blender, Revit, Figma, Webflow, Excel, PowerPoint, Keynote, Miro, Premiere Pro, Logic pro, ChatGPT, Midjourney

EXPERTISE

Environmental Graphic Design, Wayfinding & Signage, Experiential Storytelling, Placemaking, Workplace Experience, Interpretive Design, Design Strategy, Stakeholder Engagement, Fabrication & Installation Coordination