

Daniel Neifert

Experiential Design & Brand Strategy

WORK

Little

Associate Experiential Graphic Designer
Charlotte, NC
2023–2026

- Led EGD projects concept through installation, facilitating stakeholder workshops and delivering client presentations to align brand strategy with spatial goals
- Managed 5+ concurrent projects, tracking budgets, vendor timelines, and material procurement
- Prepared pricing docs, produced final artwork, and handled installation administration
- Key projects: 50+ installation workplace transformation across 9 floors at Vanguard's Horizon Campus; GIS-driven graphics program with 30+ custom installations across 5 levels at a Global Operations Center; two-phase retail signage and placemaking for UNC Greensboro's Spartan Village

SEGD Charlotte Chapter

Co-Chair
2025–2026

Led programming, professional development, and workshop events for Charlotte's design community.

Studio Matthews

Experiential Graphic Designer
Seattle, WA
2020–2022

- Developed environmental graphics and wayfinding systems concept through installation, coordinating with clients and vendors and presenting concepts to stakeholders
- Prepared pricing docs, produced final artwork, and managed installation administration
- Projects included wayfinding and interpretive signage for Waterfront Park Seattle, storefront identity for Vacant Seattle, and dimensional signage for Shoreline Alley

PROFESSIONAL SUMMARY

Multidisciplinary designer with 6+ years of experience collaborating across disciplines to translate brand identity into spatial experiences for built environments. Fluent in branded graphics, wayfinding, and storytelling. Bridges creative vision with technical execution, leading client presentations and pricing strategy, procuring fabrication artwork, and managing installation.

EXPERTISE

Design & Strategy
Concept Development, Design Strategy, Environmental Graphic Design, Interpretive Storytelling, Placemaking, Research & Synthesis, Spatial Graphics Integration, Workplace Branded Graphics

Wayfinding & Signage

ADA Signage, Exterior Signage, Tenant Signage, Wayfinding

Production & Technical

Blender Modeling, Fabrication & Installation Coordination, Laser Etching, Printmaking & Reclaimed Material Processes, Production Administration, Stakeholder Engagement, Workshop Facilitation

SOFTWARE

Design & Creative
Blender, CapCut, Illustrator, InDesign, Keynote, Logic Pro, Photoshop, Premiere Pro

Productivity, AI & Technical

Acrobat, ChatGPT, Claude, Excel, Gemini, Midjourney, PowerPoint, Revit, SignAgent

UX, Web & Collaboration

Figma, Miro, Webflow

EDUCATION

University of Washington

Bachelor of Design, Visual Communication Design
Seattle, WA
2020