

Versatile designer with expertise in branding, experiential design, and implementing strategy. Proven success leading creative projects from concept to execution for brands, cultural institutions, restaurants, artists, and more. Skilled in crafting immersive experiences, managing projects and collaborators, and delivering impactful solutions driven by a process focused on empathy and methodology.

EDUCATION

University of Houston
Bachelor of Fine Arts
in Graphic Design, 2016
(Summa Cum Laude)

Texas State University
Relevant Coursework,
2010-2011

CORE COMPETENCIES

Design

Branding, Identity,
Iconography,
Experiential, Motion,
Art Direction, Editorial,
Illustration, Packaging,
Typography, Digital,
Sound, Strategy

Technical

Adobe Creative Suite,
Figma, Webflow, HTML/CSS,
Logic Pro, Production
Processes, Photography,
Fabrication/Installation
Processes

Soft Skills

Communication, Ideation,
Collaboration, Project
Management, Strategic
Thinking, Group
Facilitation, Client
Relations, Mentorship,
Critique, Writing,
Emotional Intelligence,
Adaptability

PROFESSIONAL EXPERIENCE

Freelance Design/Operating Hours – Brooklyn, NY and Houston, TX
Principal Designer
10/2019-Present

- Delivering tailored branding and identity systems for businesses, cultural institutions, restaurants, start-ups, and more, including custom iconography and typography.
- Designing and developing digital platforms, ensuring seamless user experiences and accessible design.
- Leading experiential and environmental design projects, transforming concepts into immersive spaces.
- Working directly with clients and contractors to align design strategy with organizational goals, emphasizing functionality and storytelling.
- Collaborating with studios and agencies across the U.S. on diverse projects, fostering partnerships that bridged creative expertise and elevated outcomes.

rootlab – Houston, TX
Part-time Designer
04/2022-10/2024

- Contributed to high-profile projects by developing concepts for museum exhibitions, brand activations and site amenities, managing production workflows, and ensuring brand consistency.
- Designed and developed components of museum exhibitions and experiential installations, integrating cohesive touchpoints across physical spaces.
- Led production management for print materials and signage.
- Managed rootlab's brand presence, including redesigning their website and designing touchpoints such as vehicle wraps, print collateral, and internal communications.

University of Houston – Houston, TX
Adjunct Faculty
08/2020-12/2023

- Taught Intermediate Graphic Design and Introduction to Typography, mentoring students in foundational principles and advanced techniques.
- Provided guidance on real-world applications of design, preparing students for careers in creative industries.

Principle – Houston, TX
Designer
08/2018-10/2019

- Developed branding and digital design solutions for clients across multiple industries, focusing on aligning visual and verbal identity with strategic goals.
- Collaborated with clients to deliver intentional and impactful designs across branding, digital/web, and experiential mediums.



DANIEL CARDOZA

Multidisciplinary Designer
Brooklyn, NY

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713.530.5099

SPEAKING/RECOGNITION

Speaker, City University of
New York,
Typography I, Wheeler,
2024

Visiting Artist, University
of Houston,
Graphic Design Senior I,
2022

Command X Winner,
AIGA Conference, 2017

SEGD Global Honor Award
2016

The Phaistos Project: 45
Symbols
2016, Global Mention

EXHIBITIONS

TWENTY*

University of Houston
Graphic Design Senior
Exhibition, MATCH,
Houston, TX, 2016

900

Third Space Gallery,
Houston, TX, 2016

EnGulf: Ecopoetics of the
Gulf and Bay

Third Space Gallery,
Houston, TX, 2015

INTER

University of Houston
Graphic Design Senior
Exhibition, Winter Street
Studios,
Houston, TX, 2015

UH School of Art Exhibition
Blaffer Art Museum,
Houston, TX, 2014, 2015,
2016 Juried

PROFESSIONAL EXPERIENCE (CONTINUED)

BrandExtract – Houston, TX
Designer
02/2017-08/2018

- Developed comprehensive branding systems for corporate and nonprofit clients, integrating print, digital, and environmental design components.
- Contributed to branding campaigns that bridged communication gaps and created engaging experiences for diverse audiences.

Oak Interactive – Houston, TX
Designer
06/2016-02/2017

- Designed branding, web, and print collateral for diverse clients, delivering cohesive, visually compelling results.

Lawndale Art Center – Houston, TX
In-house Designer
06/2015-06/2016

- Produced gallery collateral, exhibition identities, and maintained the website to support exhibitions and community engagement initiatives.

