

Daniel Merk
10101 Champion Ave
Cleveland, OH 44111
216 513.6367
dan@danmerk.com

dm design

Work Experience

12.08 – PRESENT

TRENDS INTERNATIONAL : INDIANAPOLIS, INDIANA

Senior Lenticular Designer

Creative lead in lenticular department for consumer retail company. Projects include licensed wall décor, social stationary, and calendars. Responsibilities include manage creative staff of three, produce retail popular art, sourcing and coordinate with overseas vendors, engineers, and licensees. Produce licensed art using lenticular technology, motion graphics and proprietary software. Projects require weekly interaction with licensors which include Disney, Pixar, Hasbro, NECA, Marvel, Nickelodeon, WWE, professional sports teams, various popular music artists, and many other cultural icons. Quality control is required in the form of on site press checks from several national and international manufacturers.

05.02 – 12.08

THOUGHTWORKS : CLEVELAND, OHIO

Creative Director

Responsible for creative design, photography, management, production, and sourcing for a consumer retail product design firm. Projects included executive awards and recognition, home and office décor, wall art, consumer electronics, children's toys and educational games. Skills required for success in this entrepreneurial based company were Asian and other overseas sourcing, on-site quality control, management of overseas engineering and manufacturing, transportation and logistics with respect to budgets on projects, and being able to manage many projects at one time. Clients included Successories, Blip Toys, Trends International, CEACO Puzzles, and Nottingham-Spirk. Several projects included research and development of new technologies such as lenticular design, motion graphics, audio and video. Also responsible for branding, packaging and marketing of products for tier one and tier two retail /grocery chains in North America. Conducted usability testing and control group testing for target markets during all product development.

FALL/SPRING 2003

CUYAHOGA COMMUNITY COLLEGE : CLEVELAND, OHIO

Part Time Faculty : Design

Instructed web design using Dreamweaver for the Visual Communication department. Responsible for class development and real world experience for design and art students using HTML and Dreamweaver.

08.00 – 05.02

BRULANT : CLEVELAND, OHIO / PALO ALTO, CALIFORNIA

Senior Creative Consultant

Senior creative resource for information technology firm with clients within the business to business and business to consumer markets. Worked with senior developers and programmers to develop internet and intranet web sites. Projects included information architecture, development of website user experience and usability. Clients included EATON Corporation, Cleveland Foundation, Incyte Genomics, and various law firms. Received a 2001 Webby Award for Best Legal Website on the internet for Thompson Heine Law Firm

Freelance

CAD PROFESSIONAL MICROPHONES

Brand refresh of professional microphone packaging for sale in consumer retail markets. Responsibilities include packaging, sourcing, brand development, and studio photography. Developed functional packaging and better user experience for mass retail audience.

REUBEN GROUP ADVERTISING

Developed business to business website as a contract employee of Reuben Group. Worked directly with client and photographer to enhance user experience on the internet. <http://www.alcomfgcorp.com/>

INN THE DOGHOUSE PET RESORT

Developed complete brand package for local pet resort. Deliverables include brand campaign, print collateral, and website complete with location photography. This work was pro-bono and was donated for the purpose of community development. <http://www.innthedoghouse.com/>



Daniel Merk
dan@danmerk.com

dm design

Education

KENT STATE UNIVERSITY : KENT, OHIO
School of Art / School of Journalism and Mass Communication
Division of Communication Design / Commercial Photography
Bachelor of Fine Arts

**Professional Organizations
and Awards**

Active member of AIGA, the Professional Association for Design

Board member of AIGA Cleveland Chapter 2005-2007

409 Gallery Shows: 2003-2006 Collaborative art group shows for Photography and Performance art
in mixed media and audio.

2001: Webby Award for Best Legal Website on the internet for ThompsonHeine

Technical Skills

DESIGN TOOLS

Adobe Creative Suites CS1-3 including Photoshop, InDesign, Illustrator, Acrobat

INTERNET TOOLS

Dreamweaver, Flash, HTML, BBEdit, Cascading Style Sheets

VIDEO EDITING TOOLS

Adobe After Effects, QuickTime Pro

AUDIO TOOLS

Propellarheads Reason and Recycle, Audacity, Ableton Live

Portfolio

<http://www.danmerk.com/work>

References

Available upon request.

