

WEBSITE

www.danielfava.co

MOBILE

(404) 452-1165

EMAIL

dfava25@gmail.com

DANIEL FAVA

Creative artist with over 10 years of experience and a propensity for getting excited over code. Passionate about beautiful design and well-executed user experiences. Enjoys solving problems by learning new skills both as a self-starter and alongside a team.

EXPERIENCE

USER EXPERIENCE LEAD,
CARE
Atlanta, GA
April 2014 - Present

Managed and maintained a consistent and optimized user experience across all public-facing websites to meet fundraising goals
Coordinated the creation of an online catalog website, providing project management, design and development, resulting in \$89k+ donations in 2014
Saw an increase in pageviews from 3.2 mil to 4.1 mil from 2012 to 2014

WEB DESIGNER,
CARE
Atlanta, GA
Dec 2011 - April 2014

Created landing pages and emails, from design to hand-coded HTML/CSS, driving donations and integrating with CARE's social media channels
Oversaw the redesign of care.org, ensuring integrity of user experience for front-end and back-end users
Orchestrated the design and development of CARE's first online versions of their annual reports

FREELANCE DESIGNER,
Long Island, NY
Atlanta, GA
Jan 2009 - Dec 2011

Ensured multiple clients' needs were met across media including website design, HTML/CSS, logo illustration, Flash and print
Created multiple websites, from conceptualization to HTML/CSS/PHP programming, within the Wordpress CMS
Implemented new functionality into existing websites using Flash ActionScript and JavaScript

SENIOR DESIGNER,
Lounge Lizard
Bohemia, NY
Aug 2008 - Dec 2008

Increased understanding of Flash ActionScript in conjunction with XML programming to create interactive web environments
Learned new technologies such as Wordpress and basic PHP programming to develop dynamic content-driven websites
Designed websites, corporate identities and Flash interfaces

GRAPHIC ARTIST,
Millennium
Communications, Inc.
Syosset, NY
June 2004 - Aug 2008

Received awards after redesigning agency website from static HTML to a multimedia Flash experience
Grew design skills in web user interfaces, print, branding, Flash ActionScript, HTML/CSS programming and banner ads
Solved design challenges by learning new technologies such as Flash Video, ActionScript, XML and ImageReady

EDUCATION

LONG ISLAND UNIVERSITY
AT C.W. POST: 2000 - 2004
*Bachelor of Fine Arts in
Graphic Design*

PROFESSIONAL SKILLS

Photoshop, Illustrator, Dreamweaver, Lightroom, Microsoft Office, HTML 5, CSS 3, JavaScript, SEO, Wordpress, Drupal, Optimizely, Web Design, Photography