

# Daniel Fava

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- Web: [www.danfava.com](http://www.danfava.com)
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## Profile

An award-winning, adaptive self-starter with a desire for continual learning and application of new ideas and styles who is capable of both working alongside and leading others to ensure a productive, fun, and creative environment.

## Education

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Long Island University at C.W. Post - Brookville, New York

Bachelor of Fine Arts in Graphic Design, May 2004, GPA: 3.83

- Member of the Honors Program and Dean's List for entire college career
- Received the Diet of the Arts Scholarship Award May 2003
- Learned HTML and much actionsript programming independent from course curriculums
- Received foundation studies in drawing, photography, sculpture and 2D design

## Skills Summary

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- Proficient in graphic design for web environments including creation of complete websites from concept to design to cutup and HTML & CSS programming
- Experience in using Flash animation and actionsript programming to create interactive and dynamic content for web and multimedia
- Software skills on Mac and PC platforms in Photoshop, Illustrator, Flash, Dreamweaver, GarageBand, ImageReady, Acrobat, Powerpoint, and Word, with practice in learning new programs and procedures in order to meet individual project challenges
- Growing knowledge of using Wordpress, PHP, and CSS to build dynamic websites and manage content
- Capable of writing, composing, recording and engineering music and sound including guitar, piano, drums and vocals
- Maintain a strong work ethic, easy-going, positive attitude and a willingness to face challenges in order to achieve project goals and skill development

## Experience

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Freelance Designer at Digital Motion

Jan 2009 – April 2010

- Balanced daily work-loads across multiple mediums including website design, HTML programming, illustration, flash based video, and print
- Implemented interactivity into existing website designs including flash animation and actionsript, as well as javascript languages
- Used Garage Band to create original and compelling audio content for interactive flash animations and videos
- Designed and built multiple websites, seeing the projects through from conceptualization to HTML and CSS programming
- Worked on a number of print projects including sell sheets, company folders, business cards and logo designs

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## Senior Designer at Lounge Lizard Worldwide Inc.

Aug 2008 – Dec 2008

- Worked across a broad range of mediums including website design, flash animation and actionscripting, xml, and corporate identity design
- Created a number of websites and user interfaces using the latest design trends resulting in stylized designs and enticing, professional compositions while maximizing website usability
- Sharpened skills and increased understanding of Flash actionscript in conjunction with XML programming in order to create dynamic and interactive environments
- Generated mood boards and wrote personas to gain knowledge of clients' target audiences and give clients a product that successfully represents their company and it's needs
- Learned new technologies such as Wordpress and basic PHP programming to develop dynamic content driven websites

## Graphic Artist at Millennium Communications, Inc.

June 2004 – Aug 2008

- Grew in skills across multiple mediums including design for web, print, company branding, interactive flash animation, dynamic actionscript programming, HTML and CSS programming, banner ads, and sound recording/editing
- Received excellent knowledge and exposure to web design, including web user interfaces, file optimization, SEO, marketing, and popular web trends
- Learned new technologies to complete tasks involving areas such as Flash Video, XML, and Flash Actionscripting
- Used graphic design principles to design compelling print pieces such as one page ads, direct mailers, credit card statement inserts, folders, and sell sheets
- Redesigned Millennium Communications' website from static HTML to an interactive flash experience, with a new look and feel, receiving multiple awards
- Gained experience in both concept and design of multiple online and offline promotions for companies such as Entenmann's, Thomas', Boboli, JPMorgan Chase, and Wrigleys, helping to increase brand awareness and customer incentives
- Brainstormed full marketing campaigns with a team and saw them through to completion from concepts to finished products
- Managed multiple projects and personal work schedule simultaneously, ensuring client expectations were met, often without the aid of a department manager

## Awards at Millennium Communications

- 2006 WebAward: Marketing Standard of Excellence: Outstanding Achievement in Website Development – Millennium Communications, Inc. website. ([www.millenniumcommunications.com](http://www.millenniumcommunications.com))
- 2006 Boli Award: Best in Show Website of The Year, and a medal for Self Promotion Website – Millennium Communications, Inc. website
- 2006 Boli Award: Best in Show Internet Game – “Penguins Can't Fly” Holiday Game (see online portfolio)
- 2006 Webby Award – Games - “Penguins Can't Fly” Holiday Game