

MARCELO DANIEL DESIGNSOFNYC .COM



■ PRESENT

MOMENTS TO INK

**FOUNDER, DESIGNER
& CONTENT CREATOR**

Oversee all creative and business facets of this private tattoo studio in Long Island City, NYC. Utilize effective marketing to engage a specific target audience. Specialize in translating personal stories into meaningful tattoos through high-quality visuals. Curate captivating content for [@momentstoink](#) on Instagram, merging design, storytelling, photography and video editing to bring the emotional depth of each tattoo to life.

EDUCATION

Bachelor of Fine Arts
Long Island University
CW Post Campus
Digital Art & Design
CPGA : 3.95

CONTACT

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DAILYPAY, INC.

1/22 - 10/22

SENIOR ASSOCIATE OF GROWTH DESIGN

Responsible for leading projects from inception in order to promote growth through targeted ads on social media (Instagram/Facebook). Introduce new creative solutions to address channels that weren't successful for the company previously. Brought one specific channel with a CPA over \$1,000.00 to a new CPA of \$28.00 by improving overall design, simplifying copy and a CTA that guided users with the QR code.

ONESHOT APP, INC.

1/20 - 1/22

LEAD BRAND, DIGITAL & VISUAL DESIGNER

Creative founder of tech startup for a unique iPhone application. Fulfill all roles within the company from inception, such as the app concept, creating copy for marketing, branded design to attract the initial target audience, creative content for social and material for pitching investors. Designed the entire app, which included the UI, UX, simple wireframing and the interactive prototype of all screens.

ARTEK CREATIVE, INC.

1/19 - 1/20

ART DIRECTOR & LEAD BRAND DESIGNER

Responsible for the company's rebrand, which included a new brand identity, website, portfolio and social media marketing. Clients range from MLB, NBA, ESPN, Pepsi, Adidas, Marvel, and various Esports Leagues.

BRANDING TOMORROW, LLC

5/18 - 1/19

ART DIRECTOR, LEAD BRAND & DIGITAL DESIGNER

Responsible for all aspects of the company, from social media marketing to the brand direction of each client. Maintain the balance of remaining current within the culture as an artist, while staying true to solid visual principles as a designer. Focus on creative solutions that execute successful first impressions.

JUICYORANGE

2/18 - 5/18

LEAD BRAND & VISUAL DESIGNER

Work directly with clients on branding/rebranding their company, which include the design of original logos, responsive icons, fonts, color palettes and brand style guides. Responsible for managing multiple high-end websites throughout all stages from ideation to delivery.

NEWSDAY MEDIA GROUP

11/16 - 11/17

CREATIVE DESIGNER

Create original editorial designs for Newsday's Advertising Department. Design advertisements for national brands from concept to publication for a variety of annual and semi-annual magazines, as well as the daily newspaper.