



DANIEL DI SALVO

CREATIVE DESIGN



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ABOUT ME

I'm Danny. I am a passionate, multidisciplinary designer — where a unique perspective and desire to problem-solve meets technical and creative abilities.

EDUCATION

(2018) BACHELOR OF ARTS

Appalachian State University
Graphic Design | Photography

(2014) BACHELOR OF SCIENCE

Appalachian State University
Psychology | Criminal Justice

EXPERTISE

- Creative Direction
- Brand Identity
- Adobe Creative Suite/Figma
- Motion Design
- Camera Operation

AWARDS & SHOWS

AMB Summer Sessionables | AAF Charlotte (2021)

Miracle at Cedar Street | AAF Charlotte (2021)

sleep. | IN/MOTION (2019)

My Mentality Is... | Asheville Music Video Awards (2019)

Remnants We Carry | Smith Gallery (2018)

Lost in the Sauce | Asheville Music Video Awards (2018)

limit pusher. | Asheville Music Video Awards (2018)

MNDY | Charlotte Fashion Week (2017, 2016)

EXPERIENCE

SENIOR DESIGNER

SATURDAY CREATIVE

SEP 2021 – CURRENT

Ideate and prepare campaigns to pitch to national clients. Conceptualize, design and package award-winning graphic, motion graphic, and text layouts for digital and print. Create and package optimized layouts for web and mobile applications.

ART DIRECTOR

DI SALVO DESIGNS

JUL 2014 – CURRENT

Develop brand identities and establish brand guidelines. Conceptualize and execute award-winning graphic design, motion graphics, video and photo for social media, advertising and web layouts. Translate complex concepts into compelling visuals. Oversee and advise junior designers. Notable clients include A Big Idea Group, Appalachian State University, LAIRE, Legion Brewing, and PHOOZY.

LEAD VISUAL DESIGNER

WYNDHAM CAPITAL MORTGAGE

MAR 2020 – SEP 2021

Redesigned significant elements of, and refined brand identity. Translated complex ideas in a niche field into easily digestible and visually compelling design. Conceptualized, designed and packaged graphic, motion graphic, and text layouts for digital and print. Managed global DAM and created templates and visual assets.

GRAPHIC | UX/UI DESIGNER

JEFF DAVIES SERVICES

DEC 2018 – FEB 2020

Managed creative for BuildCraft Studios, Construction Theory, and SnapTask mobile app. Implemented, managed and grew social media presence. Designed and managed website to maximize user experience. Conceptualized and created content for, and managed ad campaigns; resulting in projects totaling in \$485,000 profit. Photo and video documentation of custom projects. Beta tested and improved UX/UI design of mobile app. Created content for, and managed ad campaigns, increasing usage by 25x.

GRAPHIC DESIGNER

ALDO'S RESTORATION & CONSTRUCTION

APR 2017 – APR 2020

Designed logo, printed/physical assets and developed brand identity. Documented stages of work sites and projects. Designed graphics and formatted text for promotional use and professional contracting.