

VISUAL translations

BUSINESS COMMUNICATIONS

DANIEL GUMMERSON

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Daniel graduated with high honors from Northern Illinois University and is currently pursuing a Master of Fine Arts degree.



Daniel is a versatile art director with experience in print and multimedia communications strategy. He connects businesses with audiences through creative tools that improve marketing, training, and knowledge sharing.

Professional service firms such as Accenture, Andersen, and Oliver Wyman have relied on Dan's understanding of creative technology to integrate media for efficiency and impact. This includes leveraging visual assets across web, PPT, print and other tools to save money and build a strong brand impression.

As a senior designer with Andersen Business Consulting, he shaped award-winning programs for Fortune 500 clients involved in change management, process improvement, human resources, and service marketing endeavors. His ability to strengthen communications between different teams such as technology implementation and information architecture helped clients reach their business goals more rapidly.

In addition, Daniel presently serves as a teacher/mentor within the higher educational field of graphic design education. He has developed design curricula that meet national accreditation approval for college credit in graphic design. He inspires his students to find the most efficient and economical means of producing a product or artwork that will most effectively convey the clients' communication objectives. Daniel is dedicated to exploring computer graphics technologies as a means to enhance communication and learning.

DANIEL'S ART DIRECTION SUCCESSSES INCLUDE:

Developing a training program requiring adherence to standards that encompasses service, product quality, design, giving participants opportunities to develop themselves.

Created an identity program for a new corporate board consulting firm, including logo, stationary, website, and other work management communications.

Re-branded a thirty-year old consulting firm with all associated marketing materials.

Led the design development of a new on-line performance management system for top tier executive training.

Completed an annual report design for Woodhead Industries that was described as the best ever in communicating value to investors.

Produced distinctive creative solutions for brochures, CD-ROMs, promotional banners and expo kiosks, internet/intranet web applications, presentations, photography, animation, and video.

Trained staff level designers and interns, writing curriculum for design staff training programs, mentoring, recruiting, and managing creative development of design staff.

Developed curricula for Illinois higher educational accreditation programs within graphic design.

REPRESENTATIVE CLIENTS

Oliver Wyman
Marsh & McLennan
Motorola
Kraft
Caterpillar
Adler Planetarium
Woodhead Industries
International Hotels Group
Northern Illinois University
Underwriters Laboratory
Fermilab
Sara Lee
Andersen Consulting
John Deere