

DANIELS

Designer · Developer · Freelancer

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+1 (555) 010 2030

Available worldwide / remote

PROFILE

Multidisciplinary designer with 10+ years shaping brands, editorial systems and product interfaces. I work end to end: research, identity, design systems and front-end implementation, with a bias for calm typography and details that hold up in production.

EXPERIENCE

Independent Designer & Developer

2019 - Present

Freelance / Studio Daniels

Brand identities, design systems and marketing sites for startups and studios. Recent work includes Dot Systems, Filament Labs and Atlas Press.

Senior Product Designer

2015 - 2019

Northline Digital

Led design for a multi-product SaaS suite; built the shared component library and cut new-feature design time by roughly 40%.

Graphic Designer

2012 - 2015

Rule & Co.

Editorial layout, illustration and print production for a catalogue and poster programme.

SKILLS

Web Design 90% · Branding 85% · Development 80%

Figma, design tokens, React & TypeScript, Tailwind CSS, accessibility (WCAG AA), motion, print production, art direction.

EDUCATION

BA (Hons) Graphic Communication

2008 - 2012

University of the Arts

Focus on typography, editorial systems and print craft.

SELECTED PROJECTS

Dot Panel - modular identity system for Dot Systems (2024)

Filament - design system and marketing site for Filament Labs (2024)

City Atlas - 180-page two-ink editorial atlas for Atlas Press (2025)