



Daniel Talavera

new media designer

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Experience **Wired Talent, San Diego, CA, September 2010 – Current** Contract Web Artist for Sony Online Entertainment (SOE)

Work closely with the Art Director and marketing team to design, develop, distribute, and track SOE email campaigns for leading MMO game titles, e.g., *DC Online Universe*, *EverQuest*, *EverQuest II*, and *Legends of Norrath*, among others.

Aquent Inc., San Diego, CA, November 2008 – May 2010 Contract Web Designer for Provide Commerce, Inc.

Notably worked on the Provide Commerce brand: RedEnvelope. Assisted with retention email template redesign and the implementation into live email campaigns. Provided and retained ongoing design of web banner ads for multiple business units in peak/off-peak seasons, and contributed design ideas, concepts, and solutions for site split tests. Generated site updates for 'RedEnvelope.com', 'ProFlowers.com', and 'CherryMoonFarms.com'.

Welk Group Inc., www.welkresorts.com, Escondido, CA, December 2007 – November 2008 Web/Graphic Designer

Took ownership for all creative design for the web. Assisted with HTML content development, as well as execution of supporting graphic content, copy/content, and web pages that helped to support branding, sales, and marketing strategies. Increased both traffic and ROI through organic and social marketing strategies. Maintained and provided ongoing design of web site graphics/content, promos, ad banners, etc. as directed. Assisted in the production of HTML and CSS based web content/pages, including incorporating graphic user interface (GUI) features and other techniques.

Silverlign Group Inc., www.silverlign.com, San Jose, CA, April 2007 – November 2007 Graphic Designer

Primarily worked for the Silverlign client 'Levi Strauss & Co.' Developed, affirmed, and accommodated ever-changing design of web site graphics/content, promos, ad banners, eMail blasts etc. as needed per clients' request. Also assisted the team in developing a wire frame template system for 'Levi Strauss & Co.'. eMail blasts to streamline clients' requests.

The Hat Source, Atwater, CA, September 2006 – April 2007 Graphic Designer

Redesigned the new product catalog. Generated renderings of hats and/or apparel for clients. Prepared paperwork for purchase orders and sample requests to be sent overseas for construction. Converted "jpeg" logos to "vector" logos to be sent to the silk-screener.

Auctiva Corp., www.auctiva.com, Chico, CA, February – September 2006 Graphic/Web Designer

Designed, updated and produced eBay custom/free templates. Researched and developed custom templates that launched during 'eBay Live 2006'. Generated signage for the Auctiva team exhibitor booth for 'eBay Live 2006'.

Skills Software proficiency includes:

Photoshop	ImageReady	Flash	Mac & PC Platforms	Reason
InDesign	Dreamweaver	FontLab	MS Office	QuickTime
Illustrator	Director	After Effects	Acrobat	ReCycle

Education Bachelor of Fine Arts degree in Computer Arts with an emphasis in New Media Academy of Art University, San Francisco, CA

Honors Academy of Art University, San Francisco, CA Academy of Art University Spring Show 2004, 2005, 2006 Bank of America Achievement Award in Fine Arts, Riverbank, CA Riverbank High School 2000