

Daniel Letson

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Education

BFA, Industrial Design

Magna Cum Laude
Carnegie Mellon University
Spring 2008

Skills

HTML5 / CSS3
Javascript / JQuery
WordPress CMS
Illustrator
Photoshop
InDesign
Copywriting
Keynote
Paper Prototyping
Sketching
OmniGraffle
Processing
PHP

Objective

I specialize in simple, scalable, functional design for the web, based on my training in the Human Centered Design process. I embrace evolving best practices, with an eye for non-standard solutions.

Experience

Freelance Designer (2012 - Present)

Design and development of functional web experiences and identities for a diverse range of clients including retailers, record labels, galleries, and non-profits.

Designer Klassik Living (2010-2012)

Development and maintenance of a retail website, including product photography, copywriting, coding, and graphics for print and web.

Assistant Zarganis Inc (2009 - 2010)

Designed, engineered, and fabricated custom furniture and architectural elements, incorporating re-used materials and green technologies. Projects include a LEED Platinum Certified office suite.

Product Designer & Researcher CREATE Labs (2007)

Designed and prototyped interactive robotic devices alongside a team of developers and educators, designed curricula, and conducted user testing.

Recognition

Semi-Finalist CHI Student Design Competition (2008)

Conducted on-site research and designed a public space intended to assist homeless urban citizens. Defended the design to a panel in Florence, Italy.

Eagle Scout Boy Scouts of America (2004)

Awarded the BSA's highest rank, after organizing and completing a 100 man-hour public service project.