

**Dana Beigel**  
**415-420-9589**  
**dana@danabeigeldesign.com**

### **Skills**

**Expert level:** InDesign, Illustrator, Photoshop, Production, Photography, Packaging

**Also Experienced In:** Wordpress, TYPO3, iMovie, Powerpoint, Dreamweaver, HTML/CSS, Flash, Epubs

FREELANCE

#### **Dana Beigel Design | November 2000-Present**

Packaging, marketing materials, photography and collateral design for a range of clients from private sector business to educational institutions. Clients include Nate's Brand, UC Hastings, Bioneers, California Institute of Integral Studies, Pacific Institute, ABSOLUT® through SPI Marketing, Nestle Confections through FutureBrand, Graduate Theological Institute, Liz Claiborne through Blockware, Stanford Medical Center, and Keeco Home.

#### **Graphic Design Manager (contract), Pacific Research Institute | September 2009-Present**

Design all company branding materials, marketing collateral, and development packages. Design and production of numerous research studies a month, advertisements, special event invitations and promotions. Design and layout of books, and conversion to ebooks. Management of website redesign and design of two microsites. Ongoing management of website, design and functionality. Extensive vendor relationships/outreach.

#### **Creative Manager, EO Products | June 2007–August 2008**

Lead designer for all packaging, collateral and marketing materials for a personal care company.

##### **Responsibilities include:**

- Packaging sourcing and design for all new product launches, from conceptualization to final product
- POS design and production from conceptualization to final package
- Vendor sourcing and creating strong vendor relationships
- Coordinate tradeshow—from contract to booth design to setup and merchandising
- Conceptualize photoshoots; Hire and supervise outside illustrators for special projects
- Website design—both aesthetics as well as functionality

#### **Art Director, California Institute of Integral Studies | September 2002–June 2007**

Responsible for all graphic communications coming out of the school, for administrative offices, development department and the public programs office.

##### **Highlights include:**

- Award for Recruitment Package from the College Admissions Design Contest
- Conception and creation of overall company campaign:  
viewbooks, advertising, web and other miscellaneous collateral pieces
- Strategize new ways for publicizing outside events held by Public Programs—  
Public Transit Ad Campaign; Gorilla Marketing techniques; Social media; and Direct mail

#### **Art Director, American Pacific Enterprises, Inc. | June 1997–November 2000**

Manage a team of designers and marketing consultants for the branding of textiles and domestics for the home. Headquarters in San Francisco. Offices in New York, China, India, and Bangladesh. Extensive coordination on production with all overseas offices.

##### **Responsibilities include:**

- Conceptualize and oversee all photoshoots for packaging and advertising
- Design, production and execution of all advertising
- Help initiate, design and build specific brand concepts; including marketing and  
POS materials, in-store fixtures, multimedia shows for in-store customers

##### **Highlights:**

- Launch of four new brands in one year including high profile Nautica License, Rachel Ashwell Shabby Chic exclusive for Mervyn's. Point person in developing and designing packaging both
- Increased number of shots on photoshoots by 140% with a 10% decrease in budget