



# DANIEL AARON FAUCHER

professional graphic artist, specializing in print and front-end web design

creative@danfaucher.com // danfaucher.com // linkedin.com/in/danfaucher // behance.net/danfaucher // twitter.com/faucher24

I am an innovative artist with a love for composition and creating graphics that will enhance your brand. From conception to creation, I enjoy taking complex ideas and bringing them to life to create visual solutions. I am able to prioritize to meet deadlines while maintaining the highest level of quality. I have many years of experience in the following areas; web & print design, photography, infographics, brand identity, HTML emails, tradeshow graphics and advertisements.

## CAREER EXPERIENCE

### Senior Graphic Artist

*DST Customer Communications - Weymouth, MA* ..... 2010 to present

- » Create and manage complex marketing campaigns; including reporting, personalized content and automated emails.
- » Develop concepts for and design all collateral materials, including websites, html emails, direct mail, ads, newsletters, invitations, etc.
- » Manage website updates, while maintaining look and feel
- » Assist Marketing team with brainstorming, marketing and advertising strategies

### Graphic/Web Designer & Photographer

*Echolab, Inc. - North Billerica, MA* ..... 2007-2010

- » Initiated website redesign including enhanced navigation, search engine optimization, & addition of flash video content, increasing web traffic from 10,000 to 150,000 hits per month.
- » Create a new product line encompassing product logos, overlays, manuals, product photography and print/online advertisements.
- » Conceptualized and implemented NAB (National Association of Broadcasters) trade show layout and design, saving \$100K in cost over the prior year.
- » Execute company wide social activities, including bowling night and barbecue picnic, resulting in enhanced workplace morale.

### Photo Processing Technician

*Cameras, Inc. - Arlington, MA* ..... 2006-2007

- » Processing technician servicing professional photographers.

### Graphic Designer

*Flyers Unlimited - Woburn, MA* ..... 2005

## FREELANCE EXPERIENCE

### Myanmar Evangelical Bible College - Nonprofit

*Website & Collateral* ..... 2014 to present

### Crafted Carpentry and Restoration

*Brand Identity, Website, Collateral & Apparel* ..... 2015

### KidzStrong - Nonprofit located in Arizona

*Brand Identity* ..... 2014

### The Olde Maids - Local band

*Brand Identity, Website & Apparel* ..... 2014

### Brimfield Sign Company

*Presentation blueprints* ..... 2013-2014

### Manado State University Choir

*Printed Collateral* ..... 2012

### Onemustchange.com

*Website* ..... 2012

### Keithjrose.com - Art by Keith J. Rose

*Website* ..... 2012

### TattooConcepts LLC. - Startup based out of Easton, MA

*Brand Identity, Website & Apparel* ..... 2010-2011

### Northeast Wildlife Trackers Conference

*Website* ..... 2008-2009

### SuperCuts - Portsmouth, NH

*Billboard Design* ..... 2008

### AK'S Bar & Bistro - Portsmouth, NH

*Brand Identity* ..... 2008

### Country Living Magazine - Worcester, MA

*Residential & Product Photography* ..... 2006





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## EDUCATION

- Bachelor of Arts** - Franklin Pierce University, Rindge, NH  
*Major: Graphic Communications - Minor: Photography* ..... 2001-2005
- Department of Conservation and Recreation** - Boston, MA  
*Graphic Design Internship* ..... 2005
- nSight, Inc.** - Burlington, MA  
*Certificate Program - Web Design* ..... 2006
- Cambridge School for Adult Education** - Cambridge, MA  
*Certificate Program - Web Design* ..... 2006
- American Graphics Institute** - Woburn, MA  
*Certificate Program - Web Design* ..... 2007

## HONORS & AWARDS

- Behance** - The Photography Served Curatorial Team  
*Photography featured on Photography Served* ..... 2014
- Adobe** - LinkedIn Creative Suite Ambassador Group August Winner  
*Award for microsite design* ..... 2011
- IBC (International Broadcasting Convention)** - RAI Amsterdam  
*Awarded honorable mention for booth design* ..... 2009
- College Messiah Production** - Franklin Pierce University  
*Poster design chosen for publication* ..... 2002

## SOFTWARE EXPERIENCE



Adobe  
ILLUSTRATOR



Adobe  
DREAMWEAVER



Adobe  
INDESIGN



Adobe  
PHOTOSHOP



Microsoft  
POWERPOINT



Microsoft  
EXCEL



Microsoft  
WORD

From additional information and example of my work, explore [danfaucher.com](http://danfaucher.com) or visit my LinkedIn profile at [linkedin.com/in/danfaucher](http://linkedin.com/in/danfaucher).

