

DANIEL CHRISTIANSON

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DanChristiansonDesign.com

SUMMARY

An accomplished and forward-thinking creative professional capable of bridging the gap between visual design and marketing. Fluent in graphic design and visual communications, art direction, visual identity and branding, public relations and social media, copy writing, website design and development, event management, webinars, and project and budget management. A dynamic problem-solver, team player, and leader with a track record of advancing a company's visual identity and marketplace awareness through applied design-thinking.

KEY ACCOMPLISHMENTS

- ▶ University of Massachusetts, Boston Emerging Leaders Program. Flagship brochure and supporting collateral for their commencement activities and events.
- ▶ Harvard Medical School Office for Diversity & Community Partnership, Minority Faculty Development Program. Training Directory for medical school graduates seeking training, post-internship, residency, and fellowship opportunities.
- ▶ Ashburnham-Westminster Foundation for Academic Excellence. Pro bono. Brand, visual identity, collateral, website, and marketing. Raised \$40,000 in donations at launch; funding scholarships and classroom needs.
- ▶ Brand Video. A showcase reel leveraged across onsite locations, website, and social media; thought leadership segments for Patient Medication Adherence and Connected Health & Wellness.
- ▶ Interactive eBook. *Social Selling Sales Guide*. 2016 Content Marketing Institute Awards Finalist for Best Corporate Book.
- ▶ Social Activity Mobile App. UX Certification coursework. UX/UI concepts from applied methodologies.
- ▶ Business Unit Model Video. An animated narrative illustrating the relationship and benefits for customers seeking to bring their ideas and products to life. Promoted across a \$20B global manufacturing organization.

EXPERIENCE

JABIL HEALTHCARE

Senior Creative Lead

Clinton, MA

2020–Present

Leveraged deep design discipline and creative management experience to supplement the Jabil Healthcare Marketing Group, and translate the global Jabil identity across a wide range of physical and digital medium. Concurrently resumed my role as Creative Lead for Radius Innovation & Development, a Jabil subsidiary.

- ▶ Created and applied the Jabil visual identity to large scale site rebranding efforts for Chihuahua, Mexico (672,000 total sq. ft.) and Clinton and Devens, Massachusetts (625,000 total sq. ft.).
- ▶ Unveiled a newly developed brand and visual identity for Radius Innovation & Development including a brand and style guide rollout, produced all print and digital collateral and support assets, and provided general week-to-week creative support.
- ▶ Brought the client experience center for Jabil Healthcare to life. Coordinated and developed all concepts, artwork, furniture selection, display screens, color palette, typography, and use guidelines.
- ▶ Brought a new video and motion graphic skill set to the group, enhancing our ability to provide additional creative services while reducing outsourcing expenses exponentially.

RADIUS INNOVATION & DEVELOPMENT — A Jabil Company

Waltham & Clinton, MA

Marketing Brand & Creative Manager

2016–2020

Served as co-functional marketing lead focused on brand and visual identity development and stewardship. Led collateral, brand and visual identity realignment, master messaging development and implementation, and business development support.

- ▶ Produced Radius brand video, showcasing capabilities, expertise, culture, and high-profile project work. Additional segments promoted innovation and thought leadership within the Patient Medication Adherence and Connected Health & Wellness spaces.
- ▶ Effected a 20% website traffic and lead generation increase YOY through an overhaul focused on improved site stability, navigation, page formats, visual ID and brand alignment, functionality, and content.
- ▶ Art-directed the client experience center rebrand for Jabil Healthcare. Onsite photography, visitor narrative development, experience design brainstorming and concept work, presentation, and vendor relations.
- ▶ Increased available business development tools by 80% through the creation of ready-to-use case study presentations, sales decks, dedicated web page content, proposal template with support assets, and team training.

DAN CHRISTIANSON DESIGN

Boston, MA

Independent Art Director & Visual Designer

2013–2016

Provided creative direction and support to clients across a range of industries, getting their brands and visual identity systems back on track. Developed and applied marketing best practices for public relations and social media programs.

- ▶ Developed branding, visual identity, and marketing collateral for the Wealth Management Services division of Rollstone Bank & Trust, a community bank servicing the greater north central Massachusetts region.
- ▶ Produced design, illustration, and marketing work for MaxMind, a Waltham, MA-based fraud detection services firm.
- ▶ Established the visual identity, master messaging, collateral, public relations, and social media programs for Versatile Health, a Marlborough, MA-based healthcare information technology firm.
- ▶ Content edited and designed Caregiver and Consumer Guidebooks for SeniorLink, a firm dedicated to providing quality in-home care to the elderly and infirm.

ARCADIA SOLUTIONS (acquired Concordant, Inc.)

Burlington, MA

Creative & Marketing Director

2011–2013

Established company's first in-house creative presence, successfully merging the Concordant, Inc. and Arcadia Solutions brands and visual identity systems post-acquisition across print and digital collateral, effectively eliminating outsourced design expenses.

- ▶ Planned company's first exhibition at Health Information and Management Systems Society (HIMSS), the leading national healthcare conference. Orchestrated visual communications, collateral development, public relations, social media, and on-site logistics.
- ▶ Coordinated highly-successful webinars (avg. 750 attendees), executive roundtables, and various client and partnership events resulting in increased PR activity, networking opportunities, and sales prospects.
- ▶ Increased marketing efficiency and responsiveness of web site content and publishing by 90% through new Drupal CMS platform and site redesign.
- ▶ Aligned social media channels with visual identity.

CONCORDANT, INC. (acquired by Arcadia Solutions)

Chelmsford, MA

Creative & Marketing Director

2010–2011

Took ownership of the marketing department with an emphasis on brand refinement and public relations. Clarified the firm's visual identity and collateral for consistency and authored a design standards style guide.

- ▶ Redeveloped company website for in-house site publishing and content management.
- ▶ Achieved an 85% increase in marketing output through augmented public relations activity during first year.
- ▶ Coordinated company participation in a variety of regional and national events including HIMSS.

ADDITIONAL EXPERIENCE

ILLUMINATE, INC., Boston, MA, **Art Director**, 2007-2009. Created company visual identity and established design standards for print and digital collateral. Produced concepts and designs for ad campaigns, website landing pages, direct mail, brochures, product/service logos, proposals, instructional modules, workshop training materials, web-based UI, and packaging. Managed freelance designers, medical illustrators, writers, instructional editors, and outside vendors.

ADDITIONAL EXPERIENCE, cont'd.

KEANE, INC., Charlestown, MA, **Senior Visual Designer/Art Director**, 2005-2007. Developed Keane visual identity system; authored and distributed a design standards style guide for a unified global rollout of company collateral. Collaborated with global designers to ensure consistent use of visual identity and resolve localized print production issues. Led high-profile design projects included Keane's annual reports, corporate brochures, marketing campaigns, "Ideas That Transform" video, *Inside Story* podcast, and a variety of microsites.

EDUCATION

Mount Wachusett Community College, Gardner, Massachusetts
Associates, Business Technology, 1986

Clark University, Worcester, Massachusetts
Art Education

CERTIFICATION

UX Design
General Assembly, 2015

PROFESSIONAL DEVELOPMENT

Public Relations	Video Development & Editing	Product Photography	Wrike Project Management
Events Planning	User Experience & Interface Design	Studio Interior Design	Adobe Lightroom

TECHNICAL SKILLS

Adobe Creative Cloud	Axure RP Pro	InVision	Apple Final Cut Pro	Publishing for iPad & eBooks
Microsoft Office Suite	OmniGraffle	UX/UI	Apple Keynote	Photography