

# DANIEL RAMER

## CONTACT

-  Austin, TX
-  509.200.1410
-  danielramer.com
-  ramercreative@gmail.com

## ABOUT

I have over 20 years of experience in visual storytelling, branding, design, and art direction. My passion to communicate the ideas and characteristic vision of an organization in simple and memorable terms has been a driving force in my career.

## SOFTWARE

Creative: InDesign, Photoshop, Illustrator, After Effects, Lightroom, Figma, Final Cut Pro, InVision, Sketch, SketchUp

Organizational: Brandfolder, Wrike, Asana, Atlassian, Confluence, Basecamp, Google Drive, Google Docs, Google Slides, Word, PowerPoint, Excel, Pages, Numbers, PageProof

## SKILLS

Creative Direction, Branding, Logo Design, Layout, Color Theory, Motion Graphics, Illustration, User Experience, Environment Design, Painting, Laser Engraving, Typography, Screen Printing, Marketing, 3D Printing, Fashion Design, Wireframing, Leather-working, Presentation Design, Consumer Packaged Goods, Photography, Calligraphy, Prototyping, Project Management

## EDUCATION

- 2011 **ARSUTORIA, BOSTON AT TWOTEN**  
Shoemaking and Leathergoods
- 2005 **ART INSTITUTE OF SEATTLE**  
Associate of Applied Arts Graphic Design
- 2003 **WALLA WALLA COMMUNITY COLLEGE**  
General Studies
- 2002 **WALLA WALLA HIGH SCHOOL**  
High School Diploma

- 2024 **2024 Creative Director**  
**PUSHPAY**  
I led the full-service creative team consisting of full-time designers, videographers, copywriters, and a motion designer, as well as supportive contract creatives to produce on-brand marketing campaigns for two global technology brands: **Pushpay** and its subsidiary, **Resi Media**. I was with Pushpay since the entrepreneurial start-up days of 60 employees and two offices, until this year growing to five offices and 600 of the world's most talented. This gave me the rare opportunity to grow with the company through struggles and innovation, from publicly held to now privately acquired by BGH Capital and Sixth Street Partners.
  - As Creative Director at Pushpay, I led the effort to refresh our overall product architecture to seamlessly integrate the acquisition of an adjacent competitive technology company, **Church Community Builder** and its products.
  - I oversaw and administrated the implementation of the digital asset management system, Brandfolder, creating a single source for company-wide creative assets.
  - I standardized our brand guidelines to hold both visual and brand voice consistency across all communication.
  - I formalized our internal service level agreements for cross functional project timelines to aid in transparency with interdepartmental collaboration.
  - I led the creative execution, wayfinding, and environment design for three onsite user conferences hosting over 1,300 customers and prospects, and two digital conferences hosting 20,000 customers and prospects.
  - The marketing collateral I created and led teams to create over the past nine years has been more than instrumental in the growth of Pushpay from serving a customer base of 600 organizations in 2015, to now serving over 14,000 organizations world wide.
- 2021 **2021 Senior Brand Marketing Manager**
- 2017 **2017 Senior Graphic Designer**
- 2015 **2017 Graphic Designer**
- 2014 **2015 Graphic Designer**  
**V2WORKS**  
I was responsible for the development of concepts for trade show and conference displays, consumer packaged goods, icon system design, and creating branded white papers for scientific equipment manufacturers.
  - I designed trade show booths for **IDEX Health & Science**, one which featured 3D renderings of their products arranged as the periodic table of elements.
  - I illustrated the infographics and icons for the **V2Works** book "*Brandgineering*," a systematic approach to building a lasting brand.
- 2005 **2013 Product Designer**  
**REPORT FOOTWEAR**  
I designed footwear, specifically for the **Roxy**, **Pac-Sun**, and **Aeropostale** accounts. I advanced to work with 17 other brands including **TOMS**, **KEDS**, and **Levi's**. I also worked on an incubator team to launch new internal brands.
  - Product prototyping and end-to-end development of the shoe designs that would add to the success of the **TOMS** brand and expand their offering beyond the Classic. Most notably the Tiny TOMS, Cordones, and the Stella peep toe wedge.
  - I oversaw the development of an eco-friendly brand **Cedar & Spruce**, created as a selling point for **Report Footwear's** 2011 acquisition by **Steve Madden**.