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SUMMARY

Designer building end-to-end release campaigns for an 830K+ follower recording artist in partnership with Warner Records, with freelance work for Atlantic Records, Live Nation, and Grey Goose. I take campaigns from concept to production-ready delivery across DSP toolkits, social, and print, and I move fast inside deadline-driven release cycles.

WORK EXPERIENCE

Penelope Road, Creative Director *2024-Present*

- Grew the artist's audience to 830K+ followers across platforms and 6M+ monthly impressions by designing and trafficking cohesive release campaigns, including album art, DSP toolkits (Spotify Canvas, banners, thumbnails), and tour announcement assets versioned to each platform's specs.
- Delivered production-ready merchandise and print packaging in partnership with Warner Records by managing files end to end in Photoshop, Illustrator, and InDesign.
- Produced animated stage visuals and motion content for live shows and multi-camera shoots, executing on tour deadlines with fast last-minute revisions.

Rollout, Content Creator/ Designer *2024-Present*

- Established the visual identity and creative standards for a music-industry SaaS product as the first in-house designer, partnering directly with the co-founder/CEO on visual systems and launch-ready creative.
- Communicated complex product features across web, social, and internal platforms by translating workflows into clear marketing graphics, motion, and animation.

Freelance Graphic Design *2018-Present*

Delivered design across formats for major-label and brand clients including Warner Records, Atlantic Records, Live Nation, and Grey Goose, spanning music packaging, brand identity systems, and print production prepared to spec.

Ink + Alloy, Content Creation Intern *Summer 2024*

- Drove ad performance above 5x ROAS by producing video, animated, and still campaign content with company leadership across advertising, email, social, and product design.

NYU Florence Digital Studio, Intern *2022-2023*

Designed and prepared a print pamphlet for Villa La Pietra's Garden Voices campaign, and produced promotional photo and video distributed across social and campus channels.

Vazi Creative Apprenticeship *Summer 2021*

- Shot photo and video for promotional campaigns, with selected work published in the *Marietta Daily Journal*.

Event Planning *2020-2021*

- Founded a live-events company that curated, branded, and marketed five concerts, and produced three virtual concerts during the COVID-19 pandemic.

SKILLS

Design: Layout, Typography, Brand Systems, Print Production, Packaging

Motion: Animation, Video Editing, Multi-camera Production

Platform: DSP Toolkits, Social Specs, Asset Versioning & Trafficking

SOFTWARE

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Figma, Final Cut Pro, Framer

EDUCATION

New York University Tisch School of the Arts *2022-2026*

BFA, Interactive Media Arts | GPA: 3.78

LANGUAGES

Portuguese, Italian, Spanish