

DANIEL C. PEDERSEN

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I've been working since 2004 in visual communications and advertising. Job titles have varied, but I've been responsible for the conception and/or execution of a vast array of projects. This includes branding and corporate identity, TV commercials, print advertising, web design and digital advertising, graphic design, print production, videography and editing, and even some copywriting and music composition. If I can't do the job myself, I can select the right people for it and give any necessary direction when it comes time to execute.

WORK EXPERIENCE:

Art Director/Designer, Chicago Creative Partnership, 2007 – 2009

- Bob Evans Restaurants
- Bob Evans Foods
- Shedd Aquarium
- Chicago Sky
- AthletiCo
- ADM/Kao
- HealthString

Production Designer, Chicago Creative Partnership, 2006 – 2007

- Bob Evans Restaurants
- Bob Evans Foods
- Chicago Sky

Freelance, 2004 – Present

- Fooditude TV
- Discover Card
- ULTA Cosmetics
- Modern Biology
- ABATE of California
- Camp Promise
- Media Minds, Inc.

EDUCATION:

BA, Visual Communication and Design, Purdue University—2004

REFERENCES AVAILABLE UPON REQUEST