

# 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, online/interactive video, print advertising, web design and digital advertising, graphic design, print production—even a little videography/editing, copywriting and music composition. If I can't do the job myself, I can select the right talent for it and give any necessary direction when it comes time to execute.

## WORK EXPERIENCE:

### **Senior Graphic Designer, closerlook, inc., 2010 – Present**

- Takeda Pharmaceuticals
- Novo Nordisk Pharmaceuticals

### **Art Director/Designer, Chicago Creative Partnership, 2006 – 2009**

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

### **Freelance, 2004 – Present**

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

## EDUCATION:

**BA, Visual Communications and Design, Purdue University—2004**

REFERENCES AVAILABLE UPON REQUEST