

# DEON DATU



GRAPHIC DESIGNER

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## PROFILE

Hello! I'm a Graphic Designer with our company's in-house creative team. I have a passion for visual communication, brand strategy and social media.

I'm detail-oriented, deadline-driven, and enjoy working in a collaborative environment.

I bring a positive attitude, enjoy solving problems creatively, and constantly learn new ways of improving my craft! Let's work together.

## SKILLS

Illustrator	●●●●●●●●
Photoshop	●●●●●●●●
InDesign	●●●●●●●●
Premiere Pro	●●●●●●●●
Figma	●●●●●●●●
Asana	●●●●●●●●
Wordpress	●●●●●●●●
HTML / CSS	●●●●●●●●

## INTERESTS

- Logo Design
- Brand Development
- Star Wars
- Gaming

## LET'S CONNECT!

- [linkedin.com/in/danieldatu](https://www.linkedin.com/in/danieldatu)
- [instagram.com/imago\\_deon/](https://www.instagram.com/imago_deon/)

## EDUCATION

**University of Baltimore, May 2020**  
Bachelor of Science, Simulation and Game Design

## WORK EXPERIENCE

**Medifast / OPTAVIA, May 2023 - Present**  
**Digital Graphic Designer**  
Contributed to the creative development of brand-aligned visuals across multiple platforms, demonstrating agility during two significant branding changes in 2024. Quickly adapted to new guidelines, producing high-quality deliverables that aligned with evolving brand aesthetics. Collaborated with the marketing team and cross-functional teams on numerous digital campaigns, social media assets, and email initiatives, consistently meeting tight project timelines in a fast-paced environment.

**Baltimore Glassware Decorators, June 2021 - May 2023**  
**Production Graphic Designer**  
Responsible for proofing based on customer artwork, pre-production for printing machines, and reviewing other designers' work for quality. Maintain consistent communication with sales and production departments to ensure timely job completion. Continuously update and manage library of proof templates, enhancing workflow efficiency and accuracy across the team.

**Freelance Branding and Graphic Designer - May 2020 - Present**  
Initially, worked full-time as a freelance graphic designer, developing brand identities, logos, packaging, and social media content for emerging small businesses. Notable project includes designing a complete brand identity for Kinaiya Pastry Kitchen, emphasizing innovative pastries that honor Filipino culture. Crafted a brand statement to establish a consistent voice. Provide ongoing graphic support and brand strategy consultation for Kinaiya on an occasional basis.

**Pinnacle Village - May 2020 - October 2020**  
**Design Generalist**  
Front Web Developer, Video Editor, and Graphic Designer  
Developed a responsive website for this non-profit organization using WordPress, focusing on UX/UI design for an optimal mobile layout. Expanded my role to include video editing and content creation, where I combined animations, voiceovers, and soundtracks to produce engaging video content. Contributed research and writing, enhancing multimedia presentations for the organization's online cultural events.

**Johns Hopkins Hospital, Sep 2019 - Oct 2020**  
**Game Designer / Research Assistant for INFLUX!**  
Strengthened gameplay improvements to a game-based learning tool for medical professionals about Mass Casualty Incident (MCI) protocol, activated in the event of a mass disaster which results in increase in hospital traffic.