



DAN ONUFRISHYN

Art Direction / Branding

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onufrishyn.com

EXPERIENCE

JPMorgan Chase & Co. (NYC)

Senior Designer / Art Director

May 2018 – Current

Art Direction, Motion Graphics,
Branding, Social Media, UX / UI

ESPN CreativeWorks (NYC)

Graphic Designer II

September 2013 – May 2018

Branding, On-Air Graphics,
Social Media, Motion Graphics

Echoing Green (NYC)

Designer on Contract

April 2013 – September 2013

Art Direction, Motion Graphics,
Branding, Photography, UX / UI

Y INTERACT (NYC)

Designer on Contract

August 2012 – April 2013

Art Direction, Motion Graphics,
Branding, Social Media, UX / UI

FOX31 / CW2 (CO)

Design Department Intern

January 2012 – April 2012

Branding, On-Air Graphics,
Motion Graphics

Freelance Clients

Bank of Cardiff, Ford, Hublot,
Intenze Tattoo Ink, MLS, MoMA,
NY Giants, ROC Nation Sports,
Rise&Set, St. John's Basketball,
TSA, Tiffany & Co., Toyota

PERSONAL STATEMENT

While originally from Kiev, Ukraine, I Lived in Denver, Colorado for six years prior to moving to NYC. Coming from multicultural and communication design backgrounds, strong communication skills and strategic thinking are key principles of my work.

EDUCATION

MPS Branding

School of Visual Arts

2012 – 2013 (Graduated)

Night Program: 6:30 – 9PM

Alumni Success Story Feature

Guest Speaker / Student Advisor

BFA Communication Design

Rocky Mountain College of Art + Design

2009 – 2012 (Graduated)

Graduated Magna Cum Laude: GPA: 3.7

Alumni Success Story Feature

Guest Speaker / Student Advisor

CAPABILITIES

Strong conceptual development skills. Managing diverse and fast-paced workloads under firm deadlines.

SKILLS

Creative	Industries	Technical	Languages	Interests
Art Direction	Entertainment	Photoshop	English	Cultural Anthropology
Brand Strategy	Sports Marketing	Illustrator	New Yorker	Galleries / Museums
Motion Graphics	Product Marketing	InDesign	Russian	Art / Design Books
Social Media	Lifestyle / Luxury	After Effects	Ukrainian	Snowboarding

RESPONSIBILITIES

- Managing junior design staff, freelancers, as well as external creative partners.
- Overseeing an international digital asset production pipeline for NAMR, EMEA, and APAC markets.
- Concepting and building scalable design systems. Bridging the gap between brand strategy and design.
- Establishing production processes, managing timelines and client relations.
- Revising and migrating websites – Producing UX/UI solutions, working in Sketch and InVision.
- Concepting, storyboarding, and executing digital and social media campaigns.
- Concepting and producing work for external clients and licensees:
Amazon, Walmart, YouTube, Paramount Pictures, Allstate, QuickenLoans, Ally Bank, Statefarm.
- Developing naming, logos, brand guidelines and key art for new brand properties:
ESPN+, ESPN Future Pro, SEC Network, XGames Sydney, 30 for 30, SC6, Golic & Wingo.
- Writing, concepting, and executing digital and social media campaign extensions.
- Producing motion graphics for the ABC Supersign in Times Square.
- Collaborating with agencies, Disney and ESPN brand teams.