

DAN PERRY

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Ig: @danmadethis
Yt: @danmadethis

GRAPHIC DESIGNER PHOTOGRAPHER MOTION GRAPHICS

EDUCATION

Bachelor of Design in Visual Communications
UTS, 2019 - 2022

Sydney Church of England
Grammar School (Shore)
North Sydney

SKILLS

Graphic Design
Photography
Motion Graphics
Video Editing
Illustration
Image & Text Retouching
Print Press Processing
Visual Storytelling
Client Liaison and Relations

Adobe Creative Suite
Google Workspace
Microsoft Office
Klaviyo
Mailchimp
Dropbox

REFERENCES

Gil Milton (Director)
Aquatic Engineering Aust P/L
+61 488 654 284
gil@aquatic-engineering.com

Zachary Zapata (Marketing)
FYLK Holdings
+61 406 599 582
info@jaqkmedia.com

PROFESSIONAL PROFILE

I am a graphic designer with experience delivering brand, marketing and digital assets for retail and commercial businesses. My work utilises my broad range of graphic design skills to assist businesses in achieving their vision and reaching audiences.

I have in-house and freelance experience with corporate entity branding, retail design, sales/marketing, and individual start up businesses, exposing me to a broad range of work environments, while honing my time & task management and technical skills.

EXPERIENCE

Freelance Graphic Designer & Photographer 2021 - 2026

- Working with a range of clientele including small to medium sized businesses & Individuals
- Jaspers, Berry, Wedding Venue. Venue & design photography, videography & editing
- 5 Hearts, Gift Basket Start Up. Logo design, branding design, web design & packaging design
- Julianne Ross Allcorn. Photography of artworks for competition entries, manipulation of art media into merchandisable formats, ie: lampshades, scarves & other fabrics
- Individuals, Various Clients. Development of logos, branding, presentation artworks, digital & physical illustration work, and graphic design

Graphic Designer/Brand Designer Aquatic Engineering Aust P/L, 2024 - 2025

- As brand custodian, established a cohesive brand identity and visual style for products, documentation and general advertising
- Increased brand consistency across three product lines with new logos and branding designs
- Designed documentation and production sheets for everyday use, focusing on clarity and usability packaged inside a well designed document

Graphic Designer/Marketing Coordinator Georges Cameras P/L, 2022 - 2023

- Designed multi-channel marketing campaigns to increase online retail conversions, maintain brand consistency across platforms, and drive customer engagement
- Collaborated with marketing and e-commerce teams to deliver campaign assets on tight weekly deadlines.
- Built brand systems, visual styles and procedures for internal teams
- Managed multi platform marketing campaigns, maintaining a consistent visual between website advertising, social media posts Google ads, EDMs, physical media and more

Graphic Designer FYLK Holdings, 2022

- Managed the social media content and created a visual identity
- Created unique posters, flyers and other physical media for the real estate and accounting firms within FYLK
- Designed the branding profile for a new architectural firm within the corporation, establishing a logo design and accompanying visual style

Marketing Manager UTS Photography Society, 2022

- Recreated the Society's branding, designing a new visual profile alongside managing the social media channels and its content

Cashier Woolworths, Crows Nest, 2017 - 2022

- Gained experience in customer relations and developing communication skills

PORTFOLIO

DANIEL JENNINGS PERRY

2026

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Physical Media	4.
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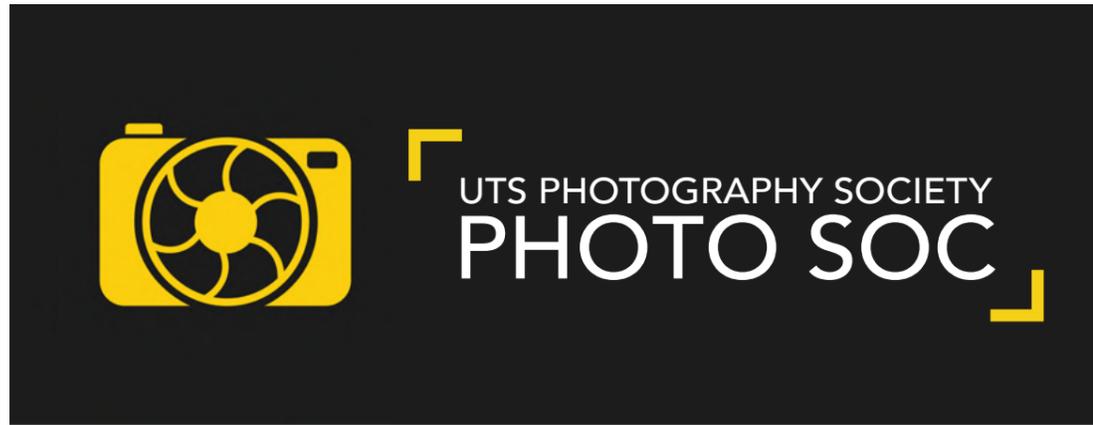
Architecture Firm Logo



Custom Freelance Design Logo



Product Logo for an Water Treatment Facility Product



University Photography Society Logo



Product Logo for an Water Treatment Facility Product



Product Logo for a MMA Boxing Glove



Product Logo for an Water Treatment Facility Product



Logo Design for a Gift Basket Startup

GEORGES x **Profoto**

2 Day Fashion Photography Workshop

FEBRUARY 4th - 5th 10am - 5pm | SYDNEY OPERA HOUSE

with **John Russo**

THIS COURSE WILL COVER

- The importance of pre-production
- Creating fashion moodboards
- Targeting fashion brands
- Scouting incredible locations
- Choosing the right models
- Creating Editorial stories
- Finding the best outdoor light
- Choosing the right gear for location shoots with Profoto

REGISTER HERE

SAVE 20% OFF TICKET PRICE
USE CODE: JRAUS2023

Manfrotto SIGMA Panasonic Canon FUJIFILM Nikon SONY

WILDLIFE PHOTOGRAPHY

WITH JOHN WISEMAN

• MACRO • LANDSCAPE • ANIMAL PORTRAITURE •

SYDNEY ZOO



LEARN KEY TECHNIQUES AND SKILLS TO ENSURE YOU GET THE MOST OUT OF YOUR NEXT TRIP TO THE ZOO OR AFRICAN SAFARI. LEARN COMPOSITION, CONTRAST & OTHER TRICKS TO ENHANCE YOUR PHOTOGRAPHY AND CONVEY MOTION, SPEED AND SHARPNESS

SAT. 19TH AUGUST, 8AM - 1:00PM
SYDNEY ZOO 700 GREAT WESTERN HIGHWAY BUNGARRIBEE NSW 2767

GEORGES

SONY CINEMA LINE

Celebrate Creation at Georges




SONY FX9

SAVE AN EXTRA \$1000 WHEN YOU USE THE CODE **FX999**

~~\$19,800~~
\$14,999 WITH DISCOUNT CODE

Sony Cinema EDM and Website Landing for Georges Cameras

Portrait Lighting

— MASTERCLASS —

With **Ian Van Der Wolde**

SAT 22ND APRIL 10am - 5pm
Fat Puddle Studios 12 Bridge Street, Stanmore

Gain an ultimate understanding with Ian through both theory and practical. Understand fundamental techniques and theories. Learn to control your lighting situation by successfully implementing flash or reflector. Master Lighting techniques such as; clamshell, rembrandt, rim lighting, silhouette, high key, low key, etc.

Profoto Panasonic Manfrotto AVENGER Nikon FUJIFILM Canon SONY GEORGES

GEORGES WEDDING PHOTOGRAPHY

MASTERCLASS with Profoto SONY

8 MARCH 3PM - 9PM
HYDE PARK

INCLUDES A 3 COURSE MEAL AT THE SYDNEY ZOO

Event Marketing Posts for Georges Cameras, arranged for Eventbrite, Instagram Stories and Social Posts

GEORGES

R5-C

ON-SET AND ON LOCATION

REVIEW



GEORGES

A7Siii vs ZV-E1

REVIEW



Youtube Thumbnail Examples for Georges Cameras

OUR BIGGEST STOCKTAKE SALE EVER

STARTS **Oct 21st 6PM** LIMITED TIME

TAKE A FURTHER 10% OFF WITH THE CODE **STOCKTAKE10**

Canon SONY Nikon FUJIFILM AND MUCH MORE

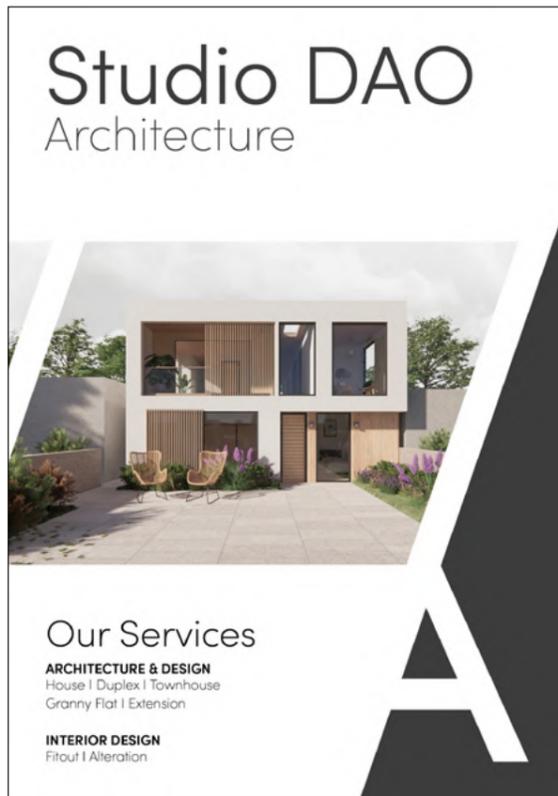


Stocktake Sale Banner for Georges Cameras

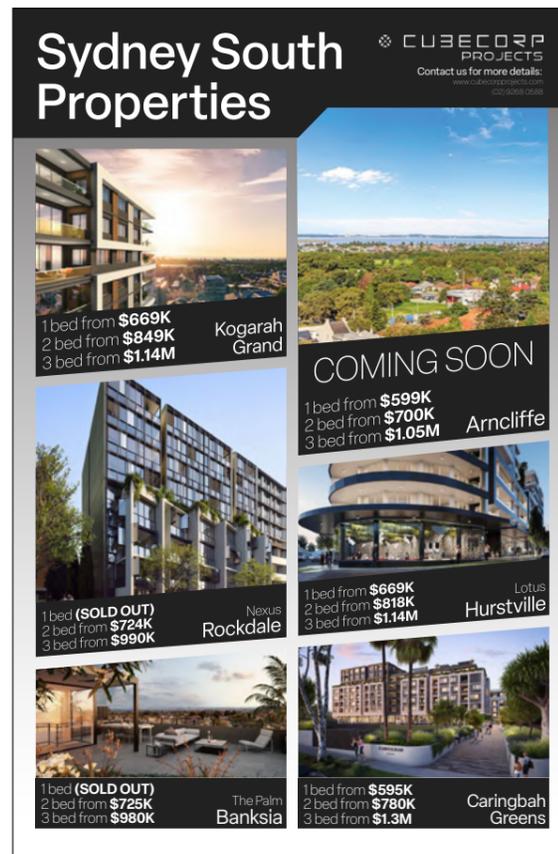
CLICK HERE FOR A FREE RENTAL APPRAISAL TODAY



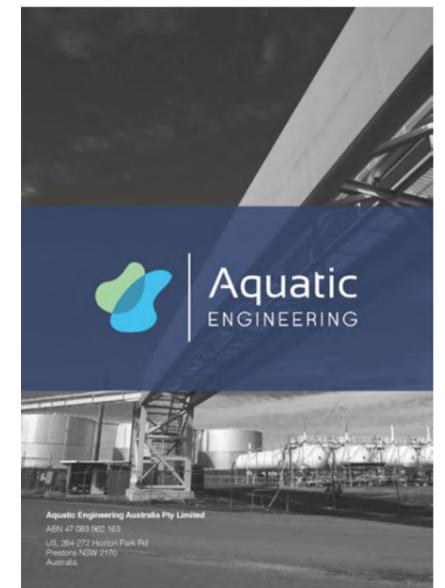
Web Banner Advert GIF for the Realty Company FYLK



Informational Flyer for Architectural Firm Studio DAO



Real Estate Posters for FYLK



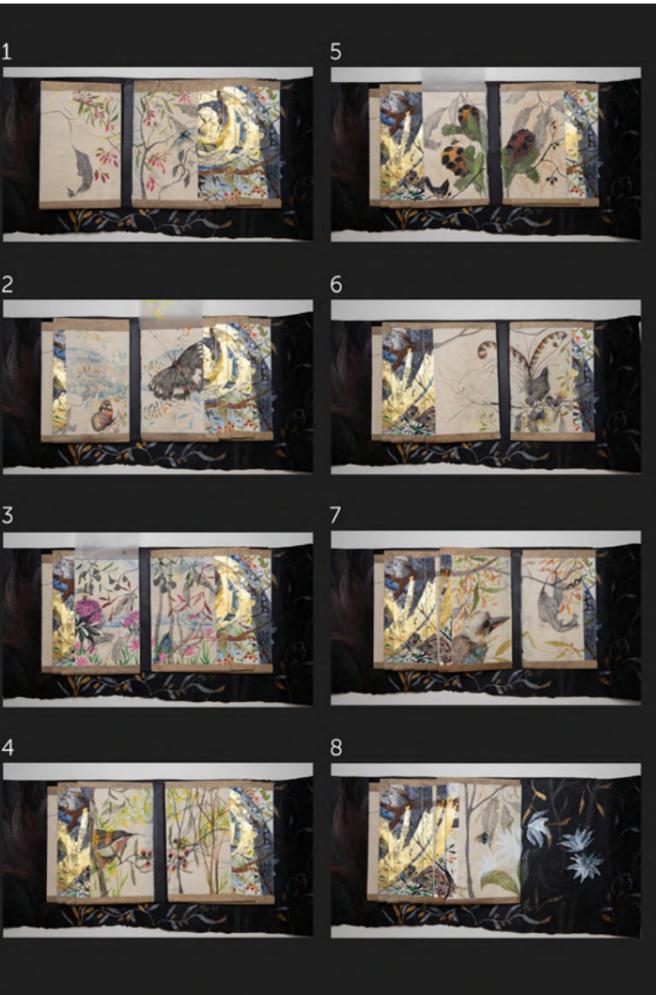
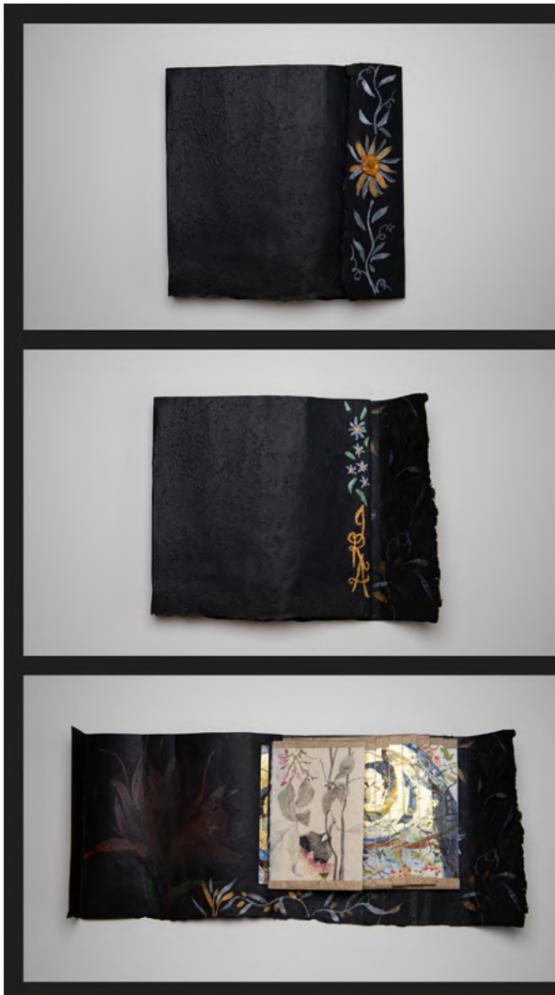
Capability Statement for Aquatic Engineering - Pages 1,2 & 9



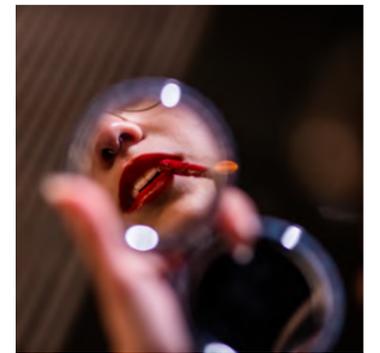
Packaging Design for Gift Basket Startup 5 Hearts



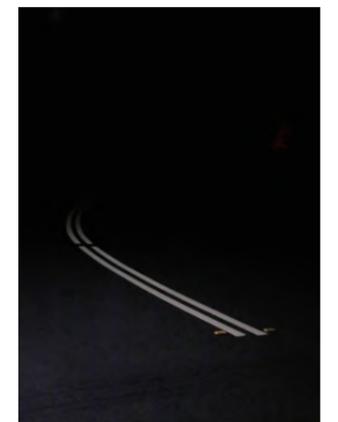
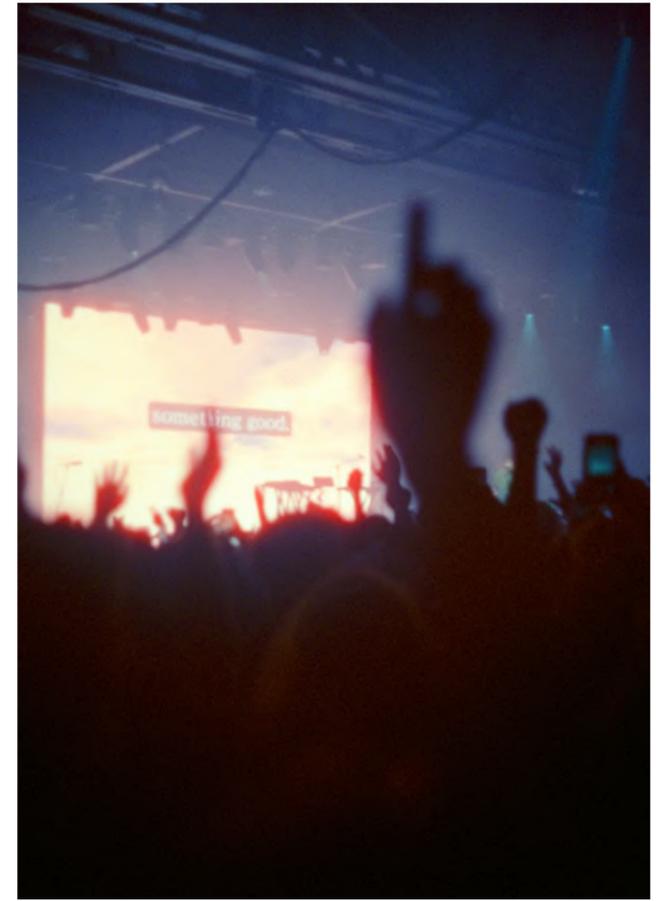
Food and Venue Photography for Jaspers Meadows



Artwork Photography and Compilation for other Media

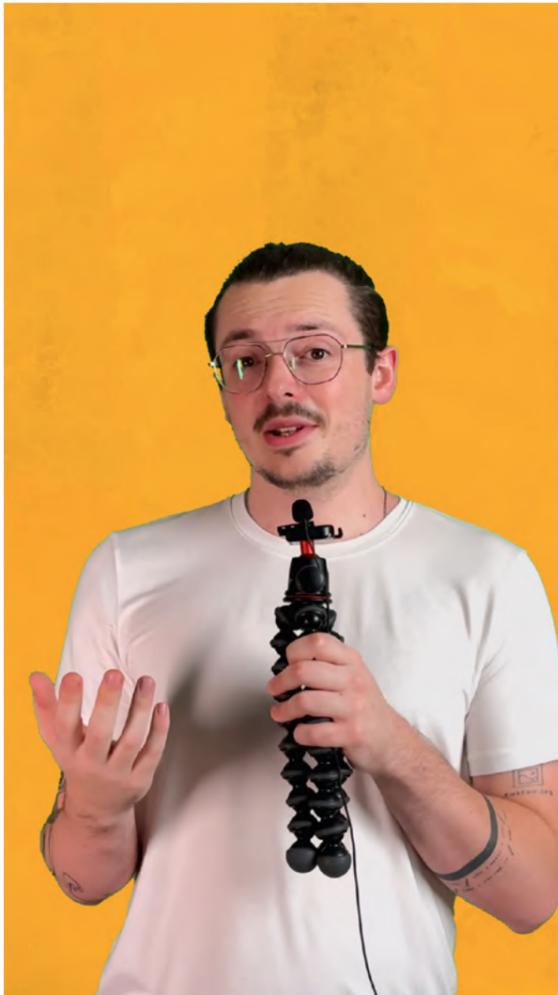


Portraiture and Model Work, Film & Digital

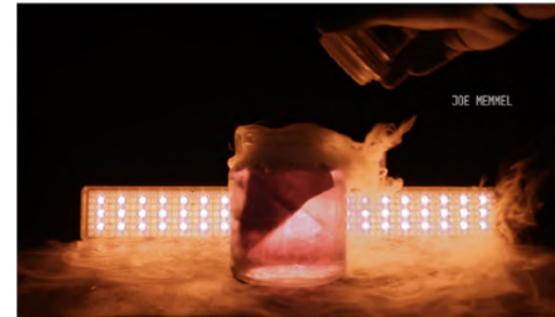


Custom Camera Build to Emulate the Film Stock "Kodak Aerochrome"

General Art Photography, Film & Digital



Creative Process Youtube / Social Media Videos - [@danmadethis](#)



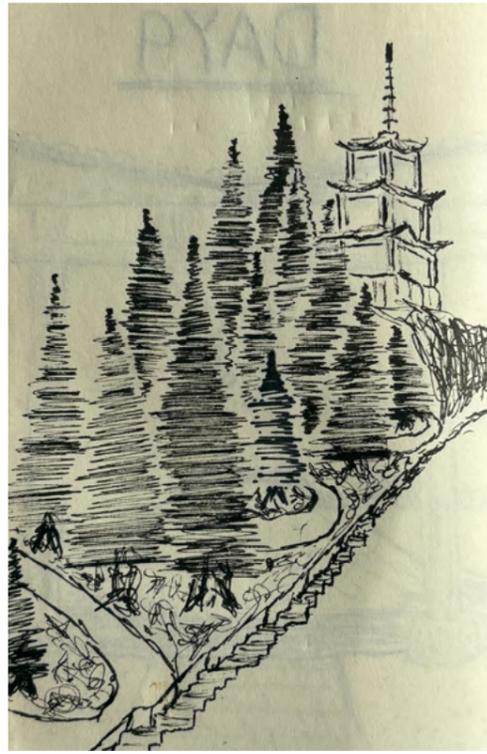
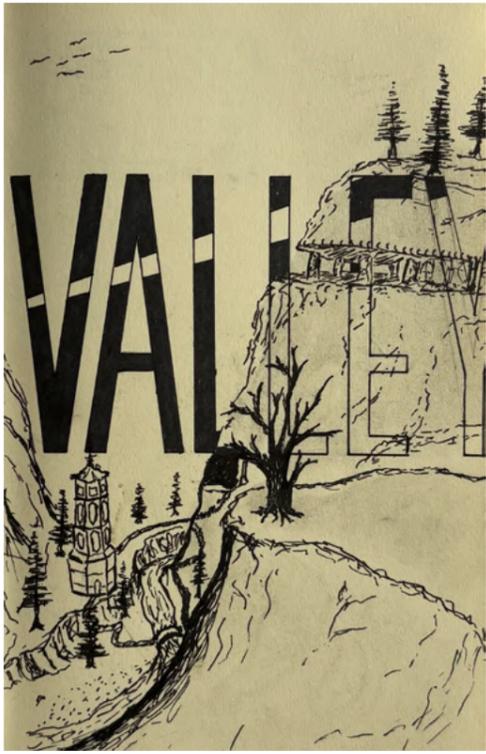
Fictional Film Title Sequence



Motion Graphics and Text Animations



Video Editing and Retouching



Illustration, Charcoal & Sketching



Digital Illustration and Vector Design



Digital Artistry