

# DANIEL AVILA

ART DIRECTOR / SR GRAPHIC ARTIST

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## PROFILE

Art direction / Graphic Artist with over 14 years of experience specializing in Print, Branding, Typography, Apparel Graphics, Merchandising, Color Theory, Storytelling, and Conceptualization for both soft goods and brand marketing material. I am able to communicate ideas and incorporate innovation in design effectively to help companies bring their brand vision to life.

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## EXPERIENCE

### SR GRAPHIC DESIGNER

Hybrid Promotions | 2015-2020

Designed apparel graphics for men's and boy's tees, fleece, and other printables for fashion retailers such as Old Navy, Kohls, Macy's and Target. Researched and created trend boards for seasonal deliveries, designed pantone color call-outs, prepared art sizing and placement for tech packs, produced merchandising line-sheets and organized cads for presentation.

- Created bestselling T-shirt designs for Old Navy Men's Graphics
- Main artist for Jumping Beans brand for boys which sold to Kohls on a monthly basis
- Main contributing designer for Abercrombie Men's and Boy's fleece and tees
- Was able to turn around seasonal deadlines in two weeks
- Created original artwork using licensed properties such as Marvel, Nintendo, Coke, and Star Wars

### SR GRAPHIC DESIGNER

After Hours Fun | 2015-2020

Founder of After Hours Fun apparel brand, main designer and creator of all apparel graphics and social media content along with marketing and storytelling through design, photography, and video. Conceptualized and produced e-commerce product photography and video shoots. Art direction across all channels, including design, photography, video, and print. Manage online business sales and marketing promotions across multiple e-commerce platforms.

- Produced and designed a 100% sell-through T-shirt for Monsterpalooza 2019
- Facilitated ongoing collaboration with Sweet Siren Design specialty jewelry and apparel
- Hosted After Hours Fun branded monthly figure drawing workshops for artists in conjunction with Shadowbox Art Gallery and Los Angeles Figure Drawing
- Created and launched successful online Labor Day ad campaign with a direct-to-consumer sell-through rate of 50%
- Best selling art prints and stickers through Shopify and Etsy
- Ran giveaway contests to promote the brand through social media and gained a 40% increase of followers in 2019