



Hi,

My name is Daniel Reis,
I am a maker of many things.
UX/UI Designer, Front End Developer,
Sculptor, Painter and Illustrator.
For the past 20 years I've worked for
educational institutions, print and web
agencies in Brazil and New Zealand.
I've also worked remotely for web
agencies in Australia, Ireland,
England and USA.

EXPERTISE

UX Design	● ● ● ● ●
UI Design	● ● ● ● ●
Front End Development	● ● ● ● ●
Print Design	● ● ● ● ●
Digital Marketing	● ● ● ● ●

TECH SKILLS

Photoshop / Sketch	● ● ● ● ●
Illustrator / Corel Draw	● ● ● ● ●
HTML5 / CSS3	● ● ● ● ●
Invision / UXPin / Marvel	● ● ● ● ●
WordPress, Concrete5	● ● ● ● ●
Pencil, Ink, Clay	● ● ● ● ●

EDUCATION

Bachelors Degree, Graphic Design
Belford University, Brazil

Adobe Certification (Photoshop,
Dreamweaver, Fireworks, Flash)
iMedia, Brazil

User Experience Certification
Dr. David Travis - Userfocus, UK

Web Development Certification
Mr. Rob Percival - Udemy.com

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER AND ILLUSTRATOR

Russell/BPA Marketing and Design | 1994 - 1996 | Brazil

When I first started, pencils, inks, colored papers and brushes were all the tools we had to create illustrations, brochures, flyers and other print materials. Soon the computers arrived, and I clearly remember when I opened Photoshop 3.0 for the first time. After 2 years, we have grown from a 3 person design house to a full service advertising agency with over 20 employees.

SENIOR GRAPHIC AND WEB DESIGNER

Neo Planos College | 1996 - 2006 | Brazil

This was a great learning period in my life. Ten years creating print materials, multimedia presentations, websites, TV ads and coordinating events for one of the best private colleges in Brazil. Neo Planos College was the first college in Brazil to introduce computers in the classroom and I enjoyed every minute spent creating interactive learning materials for our students.

SENIOR GRAPHIC AND WEB DESIGNER

FIR University | 2006 - 2007 | Brazil

At FIR University I was responsible for redesigning all their marketing materials, main website and microsites for all their programmes. After a year working for FIR, I received an invitation to move to New Zealand and work as Graphic and Web Designer for Designer Websites.

SENIOR GRAPHIC AND WEB DESIGNER

Designer Websites | 2007 - 2009 | New Zealand

Leaving a huge educational institution in Brazil to work for a small web agency in New Zealand was a big move. Designer Websites was just starting up, 15 good clients and a few employees. I was part of a small team responsible for researching, wireframing, prototyping, designing and developing websites and apps. In less than 2 years we built over 250 websites for small business all around New Zealand.

SENIOR UX/UI DESIGNER

Digital Stream | 2009 to date | New Zealand

Working for a full service digital agency is rewarding and challenging at the same time. No two days are ever the same at Digital Stream. One day I will be working on the visual identity for a new client, next day I will be conducting usability tests or wireframing and prototyping an app interface. Being in a role that involves UX and UI Design means that I get to work on all phases of the product development and, in my opinion, this is a great opportunity to become a better user-centered designer.

FREELANCE UX/UI DESIGNER

Daniel Reis Design | 1994 to date

I have been doing freelance work for as long as I remember. In the past 20 years, I have created a great number of websites, print designs, software interfaces and mobile apps for companies all around the world.

☎ +64 7 856 6171

✉ info@danielreis.co.nz

☎ + 64 21 190 1711

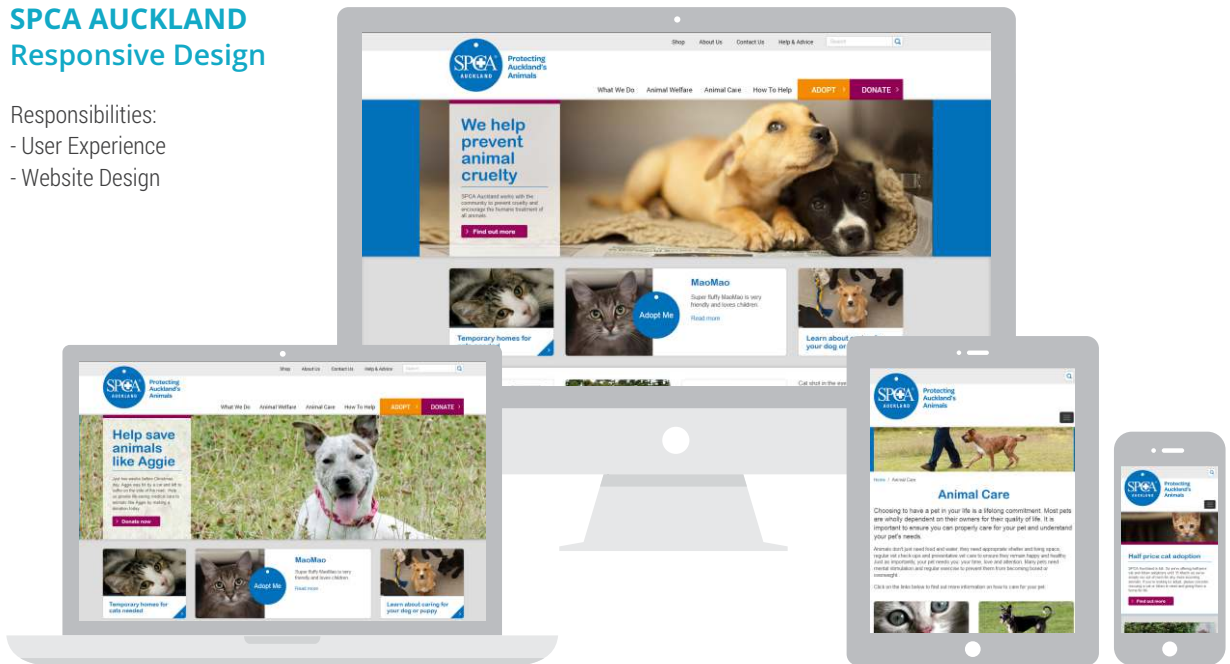
🌐 www.danielreis.co.nz

RESPONSIVE WEBSITE DESIGN

SPCA AUCKLAND Responsive Design

Responsibilities:

- User Experience
- Website Design

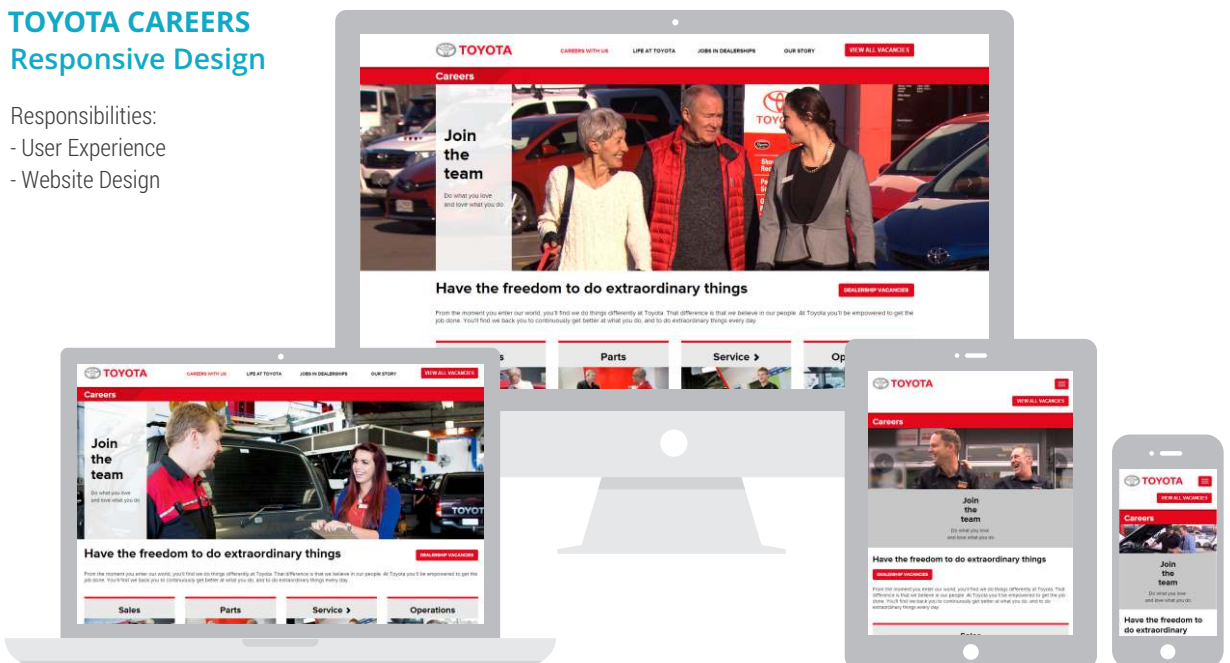


www.spcaauckland.org.nz

TOYOTA CAREERS Responsive Design

Responsibilities:

- User Experience
- Website Design



www.careers.toyota.co.nz

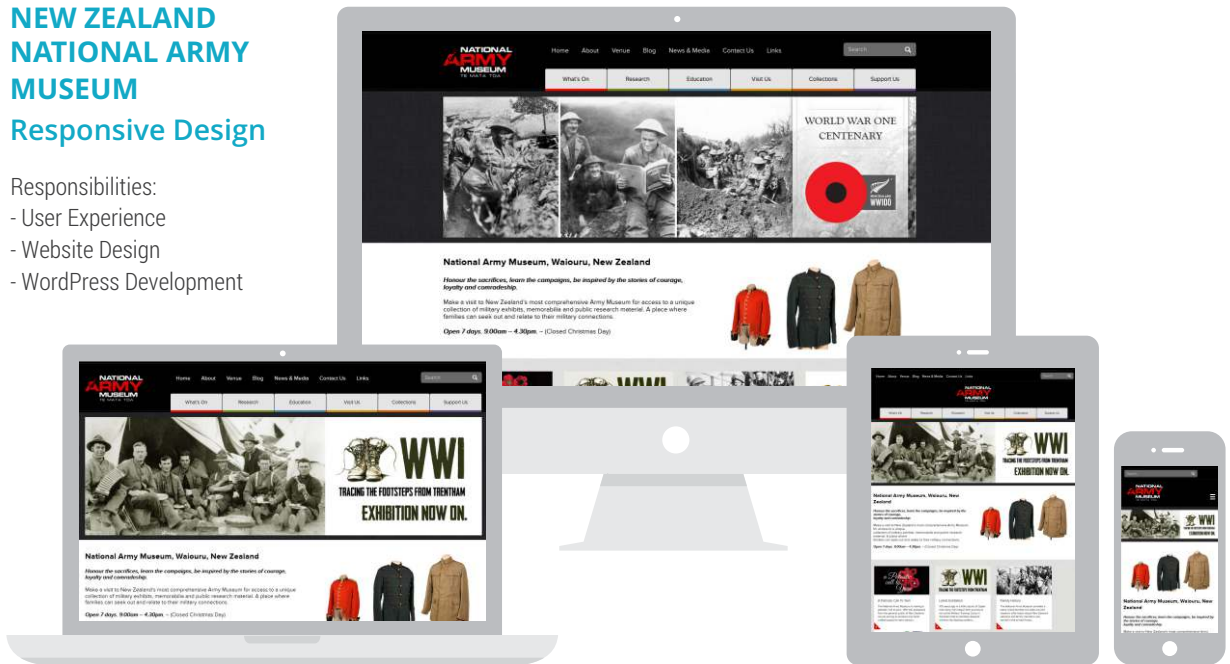
RESPONSIVE WEBSITE DESIGN

NEW ZEALAND NATIONAL ARMY MUSEUM

Responsive Design

Responsibilities:

- User Experience
- Website Design
- WordPress Development

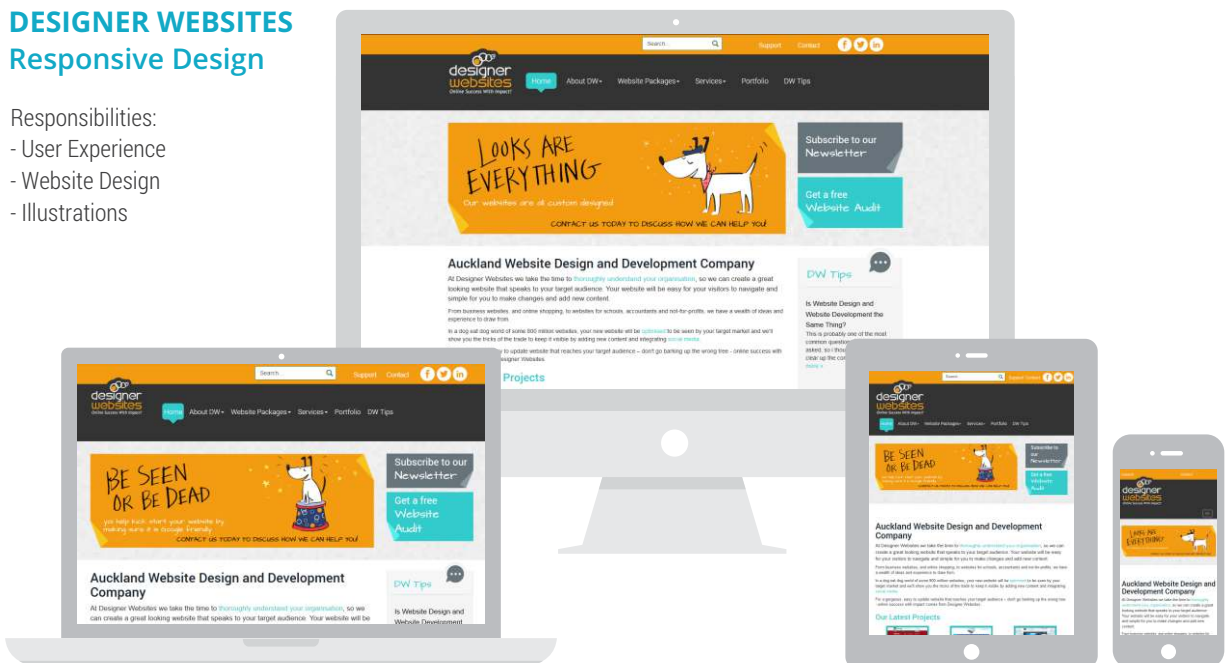


www.armymuseum.co.nz

DESIGNER WEBSITES Responsive Design

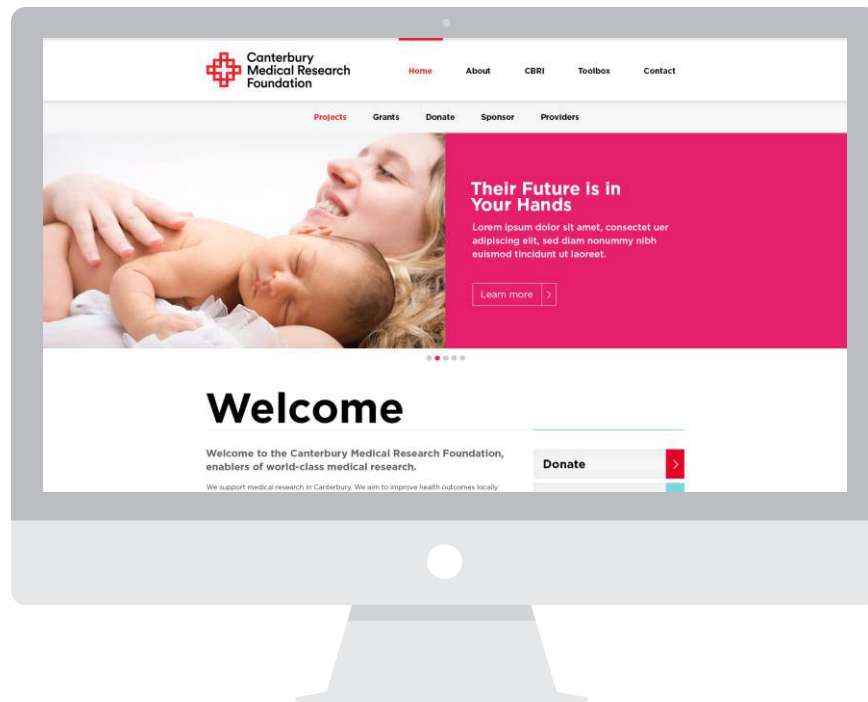
Responsibilities:

- User Experience
- Website Design
- Illustrations



www.designerwebsites.co.nz

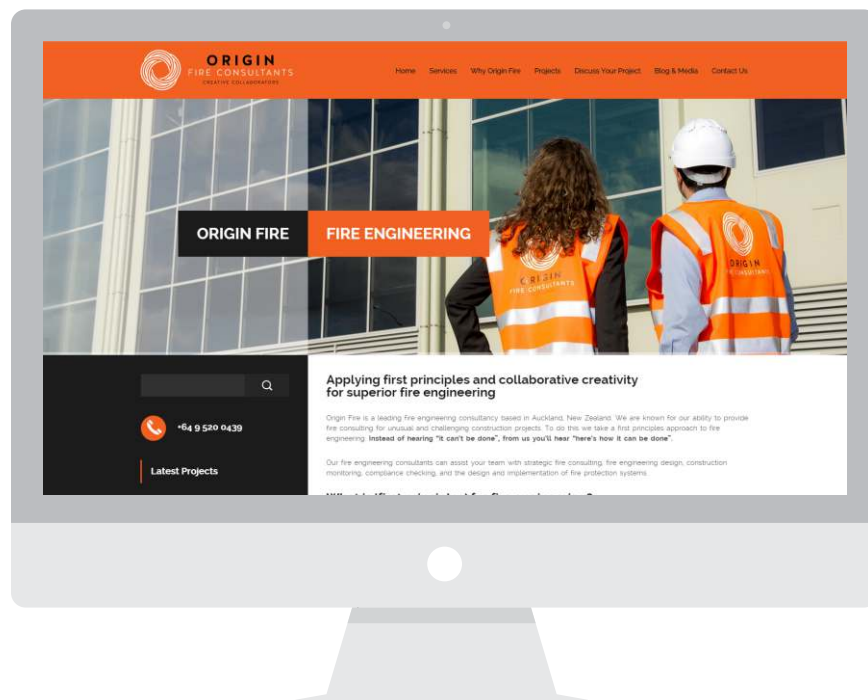
A COUPLE MORE WEBSITE DESIGN



CANTERBURY MEDICAL RESEARCH FOUNDATION

Responsibilities: User Experience and Website Design

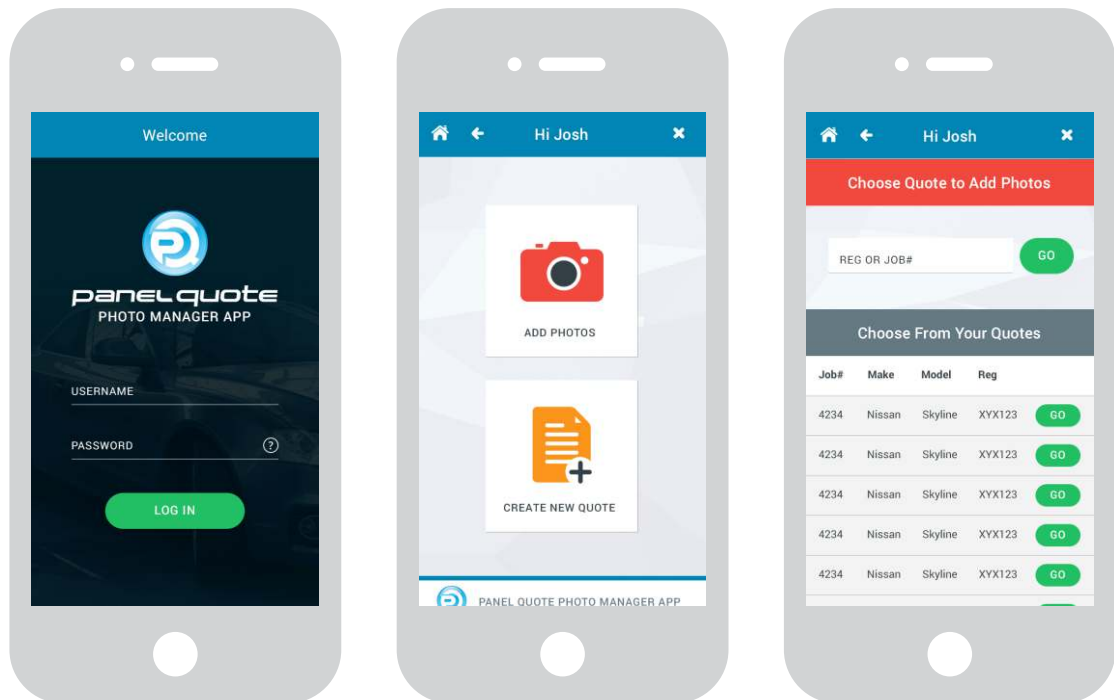
www.cmrf.org.nz



ORIGIN FIRE CONSULTANTS

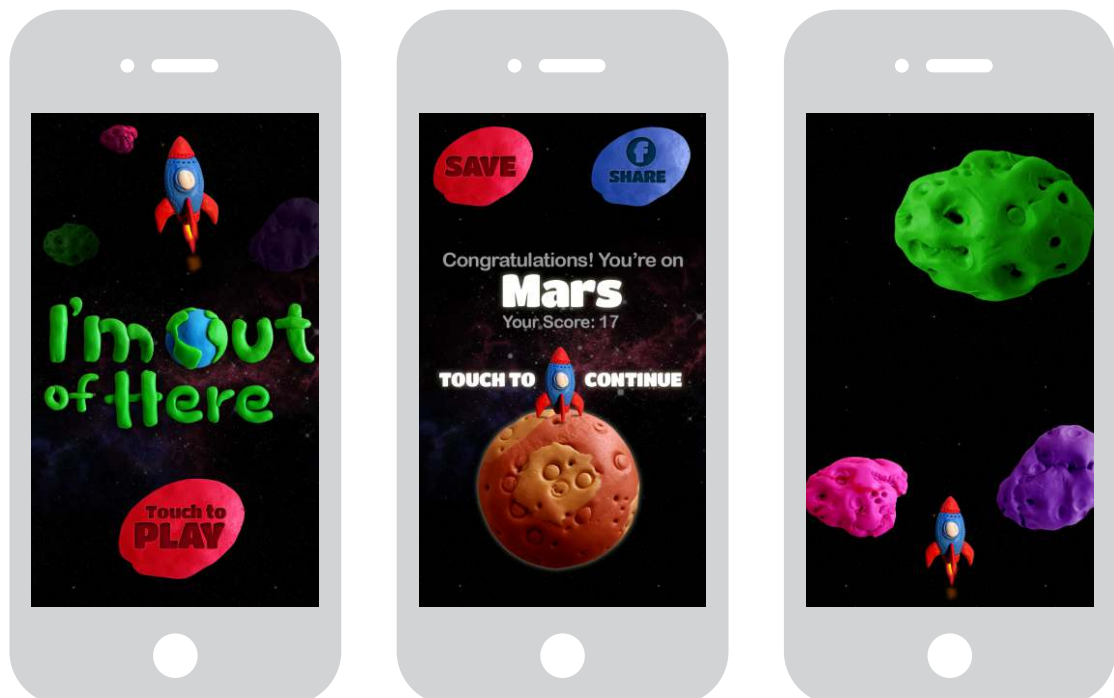
Responsibilities: User Experience, Website Design and WordPress Development

www.originfire.co.nz



PANEL QUOTE - PHOTO MANAGER APP

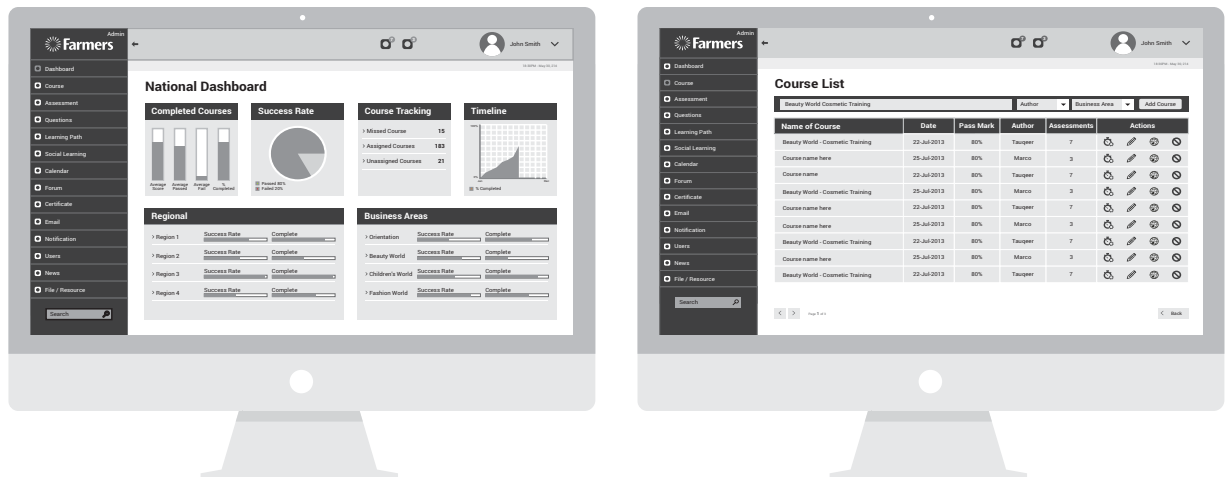
Responsibilities: User Experience and Interface Design



I'M OUT OF HERE - GAME

Responsibilities: User Experience, Interface Design and Play-dough Sculpting

INTERFACE DESIGN



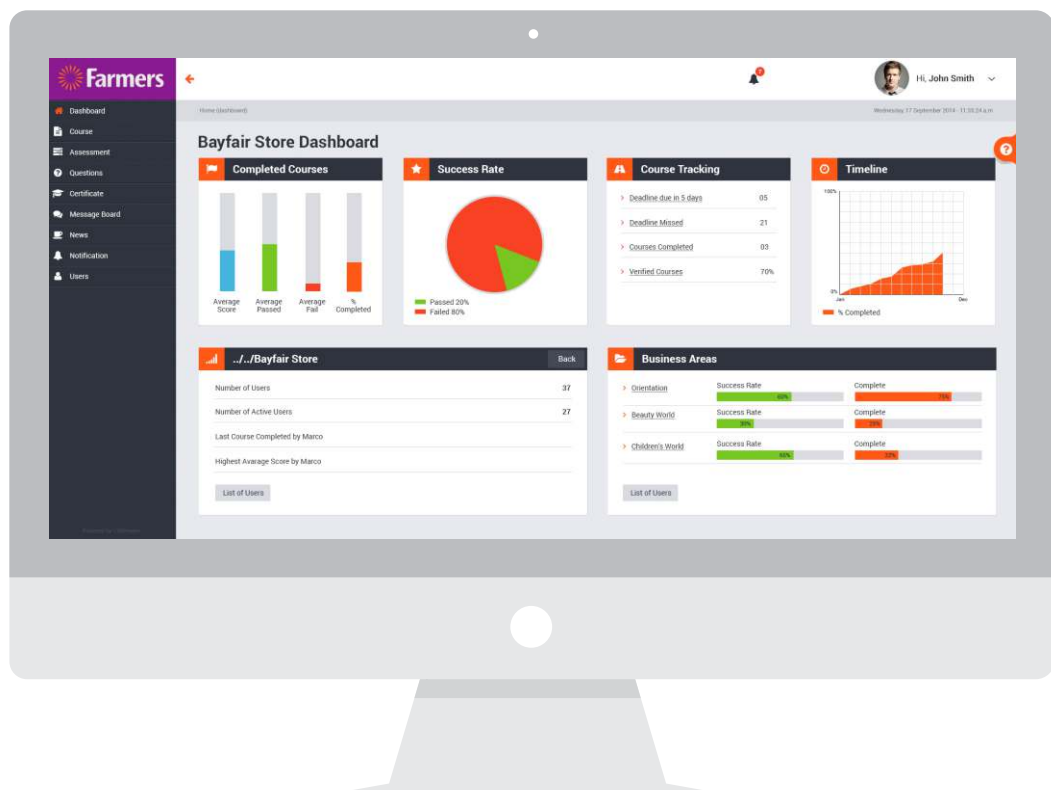
FARMERS LEARNING MANAGEMENT SYSTEM

Responsibilities: User Experience and Interface Design

With over four thousand employees, Farmers Trading Company Ltd (branded as Farmers) is one of the biggest department store chain in New Zealand.

Farmers was spending millions of dollars each year taking its employees to offline courses that happened all over New Zealand.

The Farmers Learning Management System was created to ensure all Farmers' employees can get the right training, for their roles and departments, with no trip expenses and all from a computer or tablet in the commodity of their home or workplace.





FOX & HOUNDS - LOGO DESIGN AND ILLUSTRATION



MY XRAY DOSE - LOGO DESIGN



GIBBS ASIA PACIFIC - LOGO DESIGN



CHEEKY FANTAIL - LOGO DESIGN AND ILLUSTRATION



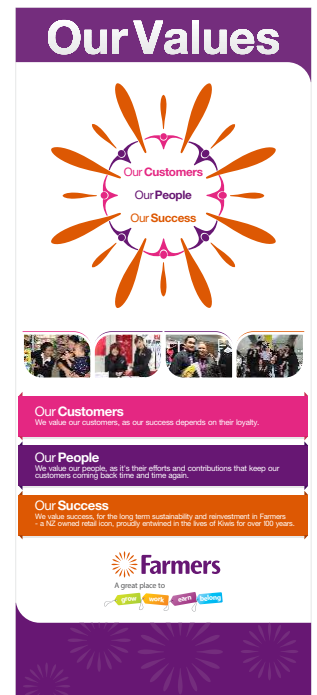
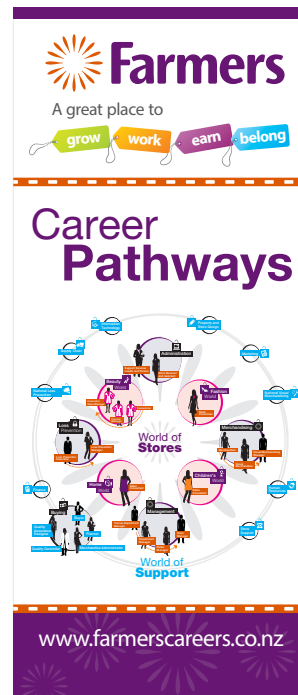
MY CUPCAKE - LOGO DESIGN



CULVER INVESTMENTS - LOGO DESIGN



VARIETY THE CHILDREN'S CHARITY - PRINT MATERIALS



FARMERS - PRINT MATERIALS



PENCIL DRAWINGS



SCULPTURE AND OIL PAINTING

TESTIMONIALS

“ I've met Daniel 18 years ago when I was an intern at Neo Planos School... During all these years, he evolved into a complete artist, mastering from freehand drawing to web design.

Daniel is the most gifted designer that I know, and that's why he created almost all the websites and software GUIs for our companies: SomBrasil, D'Accord Music Software and MusiGames Studio.”

Americo Amorim - Chief Executive Officer at Escribo - Brazil

“ Daniel has been doing contract design work for us for about six years now and we couldn't be happier. He is extremely talented and has an incredible design sense. Our customers often rave about the design that Daniel has created for them and we often win new work based on his designs. I would recommend Daniel to anyone, just take a look at his work, it speaks for itself.”

Matthew Mabley - General Manager at Activate Design - New Zealand

“ Although Daniel and I haven't met face to face, I feel like I have known him for years. It is evident that he is gifted and has an innate understanding of both design and branding. The beauty of our working relationship is that we can collaborate on projects completely online. In many ways, I have found this to be a more effective and indeed more efficient way of working! Daniel is brilliant.”

Wilmamae - Manager Director at TheGatheringGoddess.com - England

“ Daniel has worked for us for three years creating fabulous websites for our clients. His ongoing creativity and attention to detail never ceases to amaze me. It is a pleasure working with him.”

Emma Boddie - Manager Director at Designer Websites - New Zealand

“ Daniel has an aptitude for aesthetics and understanding for Client's design and brand needs that makes him stand out from many other graphic and web designers. His vast depth of experience and fantastic interpretation of the client brief means he always hits the mark every time. He doesn't just create design that looks great but makes sure it reflects brand values and achieves the intended purpose. He's a versatile designer with in depth experience using Illustrator, Photoshop, CorelDRAW, and even coding CSS and HTML. I highly recommend Dan as true professional who always gets a top job done.”

Jason Gambitsis - Digital Strategist & Senior Account Manager at Digital Stream - New Zealand

+64 7 856 6171



+ 64 21 190 1711



info@danielreis.co.nz



www.danielreis.co.nz