

DAN
HIN
DER



PORTFOLIO



DAN HINDER



danhinder.com

cargocollective.com/danhinder



[linkedin.com/in/danhinder/](https://www.linkedin.com/in/danhinder/)

ABOUT ME

Recent **fine art graduate** from the University of Brighton achieving a **1:1 first class honours**.

Currently interning as a **graphic designer** for a fashion brand in Notting Hill. Here I produce CAD illustrations for the garments, create **moodboards** and designs for the brand. Previously I was an **artist assistant** for artist Lauren Baker in Covent Garden. This role involved me doing **social media campaigns, digital** design and branding. Inbetween these roles I work part-time in **retail** as an assistant while looking for a graduate role to expand my skills into my next role.

Communication, self-initiator and **team player**.

SKILLS

Mac and PC literate

Adobe CC - Ps, Ai, Id, Pr, Ae, Lr, Br, Dw

Social Media - Instagram, Facebook, Twitter

Graphic Design - print, web, digital, CAD

Accounting - Xero, accounting, invoices

Microsoft suite - Word, Excel, Powerpoint

Web Design - Wordpress, Wix, Dreamweaver

E-Commerce - Shopify, processing orders

Teamwork - design briefs, campaigns

Email Design - MailChimp, emailers, headers

Branding - Logos, Icons, Email banners, websites

Photography - DSLR, raw images, editing

Video - editing, filming, GIF, compressing

Vinyl Decal - galleries, exhibitions, branding

Fundraising events - health care, art events,

Exhibition Set-up - liaising with clients, spaces

Personal assistant - organising, orders, selling

Third year Student Rep - campaigns, organising

Bookbinding/Book arts - print design, binding

Film Lighting - lighting setup, tuning

Wood/Metal - industrial saw and sander, welding

WORK EX.

Graphic Designer Nov 2017 - Present

[Lot 78](#), Notting Hill

- CAD Illustrations for high-end products
- Moodboards and designing creative stories
- Studio work, organisation, E-commerce
- Office admin, set design, photoshoots

Artist Assistant Aug 2017 - Nov 2017

[Lauren Baker Art](#), Covent Garden

- Social media: layout plans, GIFs, stories
- Designing digital flyers for exhibitions
- Logos designs, vinyl, branding and curating
- Designing print artwork for selling/displaying

Graphic Designer May 2017 - Aug 2017

[NHS Federation](#), Brighton

- Re-designing three wordpress websites
- Designing logos, UX design, campaigns
- Social Media, posting images, videos, GIFs

EDUCATION

Sep 2014 - July 2017

BA Fine Art: Sculpture

University of Brighton

First Class Honours

Sep 2013 - July 2014

Art and Design Foundation

Reading College

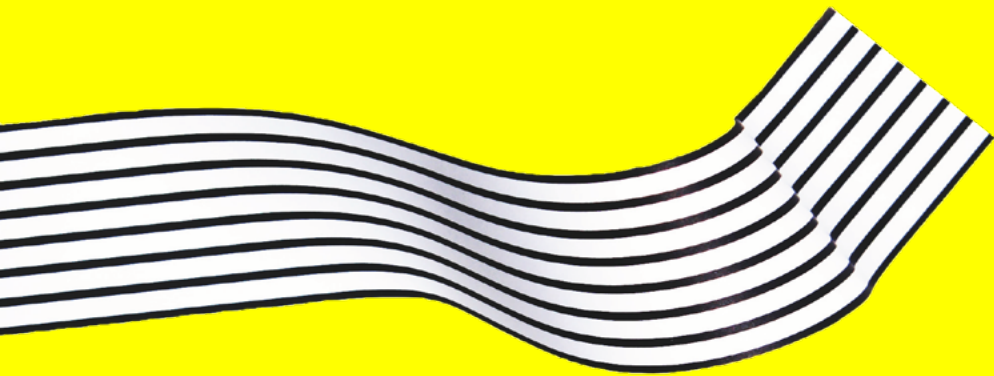
Distinction

Sep 2012 - July 2014

A-levels: Fine art, Media Studies, Sociology

Maiden Erlegh School

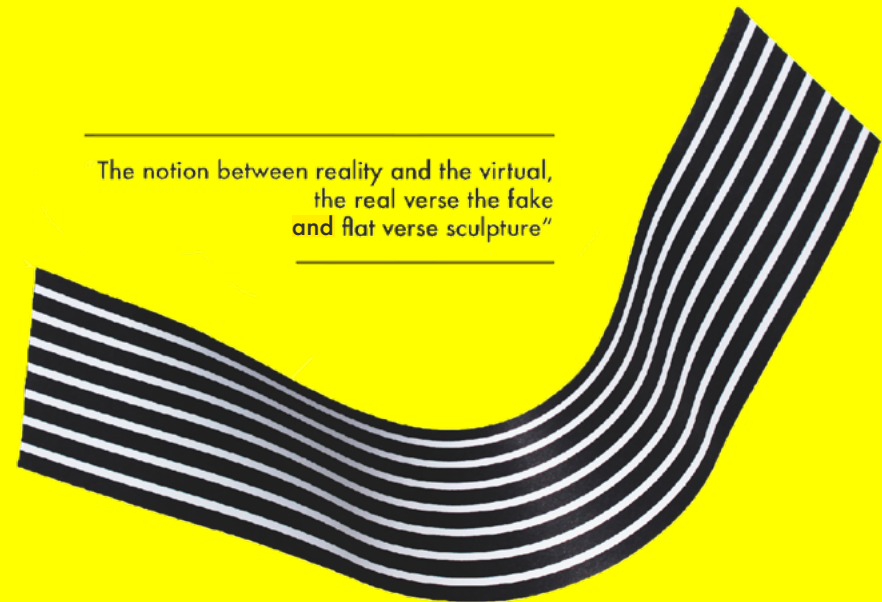
Pass Grades



FORE

WORD

The notion between reality and the virtual,
the real verse the fake
and flat verse sculpture"





PRINT

DOCUMENTATION BOOK 2017 - During third year at University, I produced a final documentation book showcasing the 'works' from throughout my three years at University. This is a physical print book which included all my own typography designs, photography, sculptures and videos.

PRINT



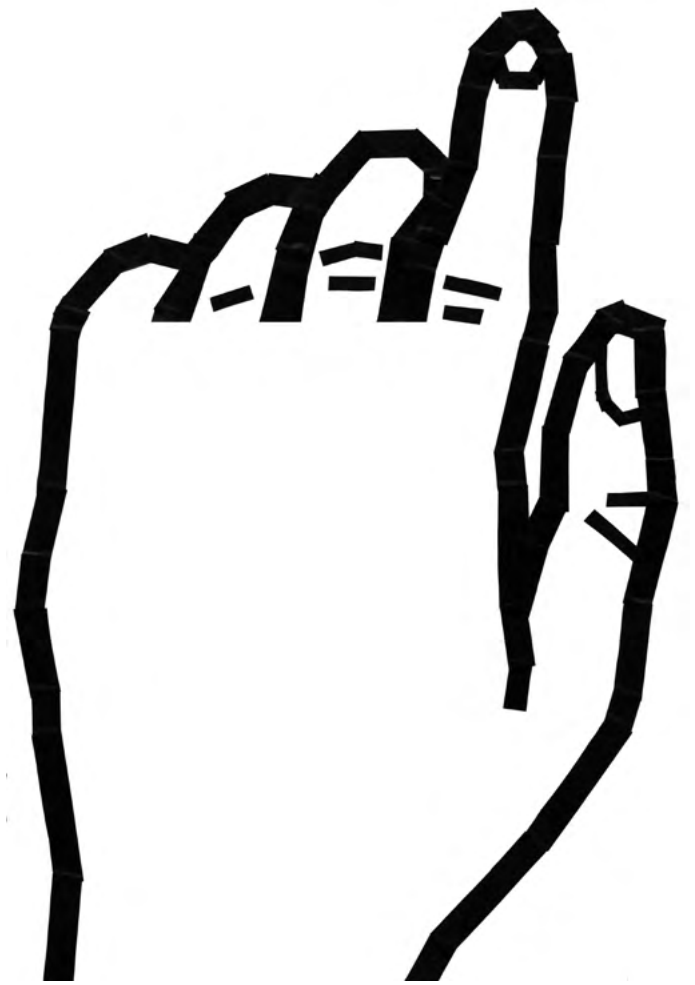
easyArt 2017 - A4 design piece, created for the North Gallery, Brighton. With this piece I designed my own info-graphics to replicate an emergency escape 'safety card' found typically on an aeroplane, to inform passengers about emergency situations. This was displayed laminated on to a wall in the gallery.



PRINT

The Colour of Energy Catalogue 2107 - This catalogue was made for the gallery attendees to view and purchase the work. The Catalogue was made digitally and printed for the gallery space. Simple, letting the artwork do the talking, deep blacks were used to allow the colours to project.

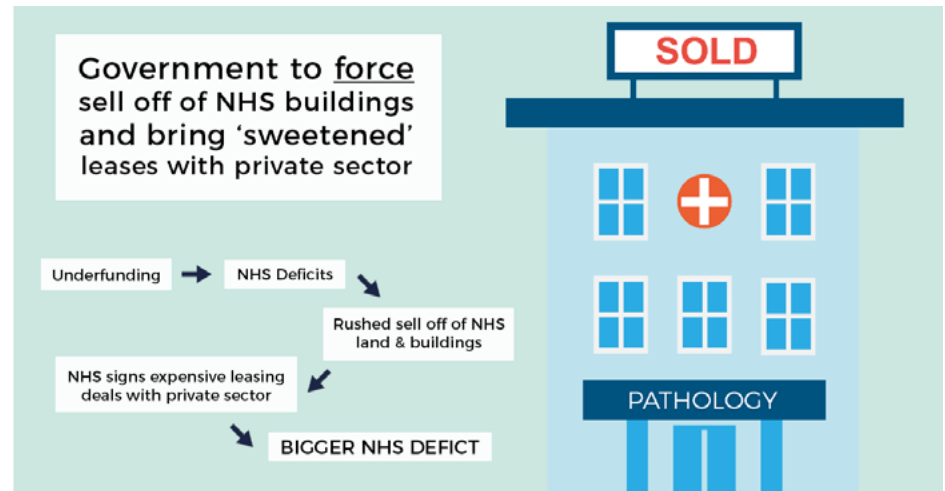
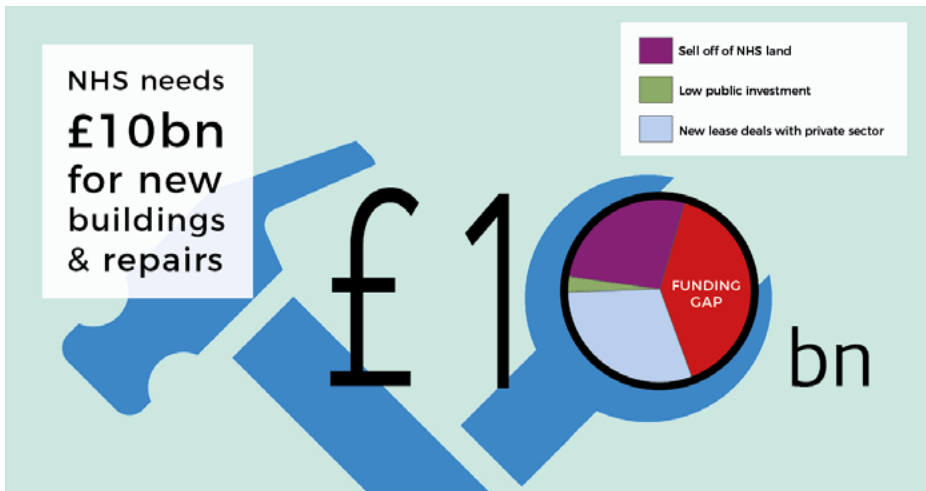
**HAND
AND**





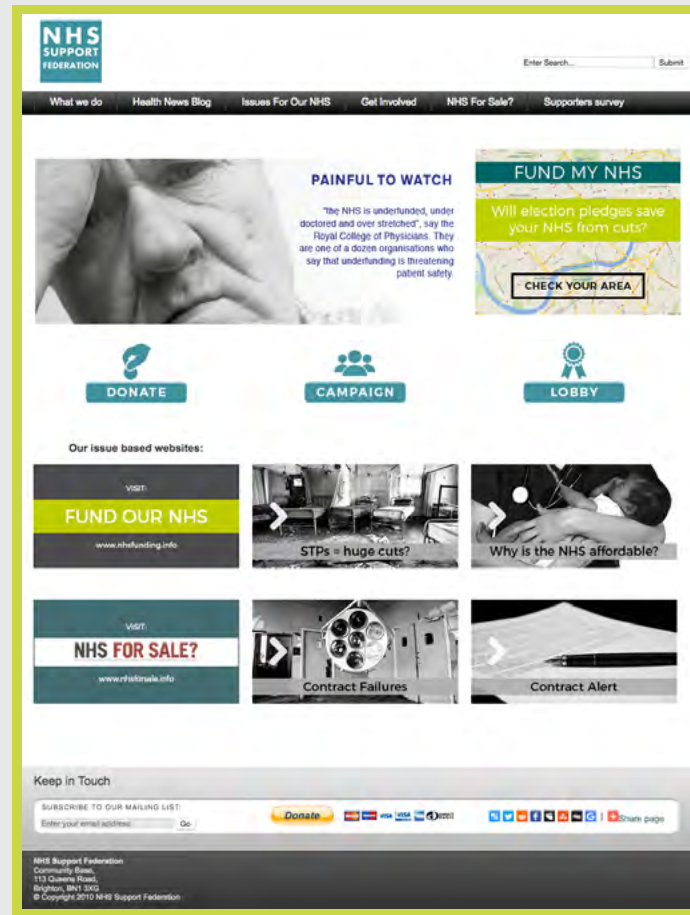
PRINT

HA ND 2016 - A5 booklet, designed to be economical to be left in public areas and quickly held in the audiences hands. This project was an exploration into the form of everyday objects, the hand, through photography. Using fragmented text to question language and the ridged definitions of objects.



DIGITAL

'Naylor' Report 2017 - Info-graphics designed inspired upon the 'Naylor Report', housing the information to be easily seen. The pieces were created so that they can be posted onto Facebook, containing lots of information in a small amount of space. 'Cool' and 'calm' colours were used resembling a medical theme.



DIGITAL

nhscampaign.org 2017 - Working for the NHS Federation I constantly edited their three main websites. This meant redesigning all their homepage layouts, from scratch, to a more simpler layout. I created a simple three column theme with added navigational arrows and three main page icons situated at the top.

£ £
What funding does your local NHS need?
an 18% rise by 2021
an extra £200 per head
(based on economists' estimates)

£
What will your local NHS get?
a 5% rise by 2021
an extra £25 per head

NHS Funding in a nutshell
Average rise in spending since 2010
1.2% a year

What economists say the NHS needs
4% a year



Number of nurses per 1000 people:



Doctors per 1000:



Beds per 1000:



[Ask your MP to lobby the chancellor](#)

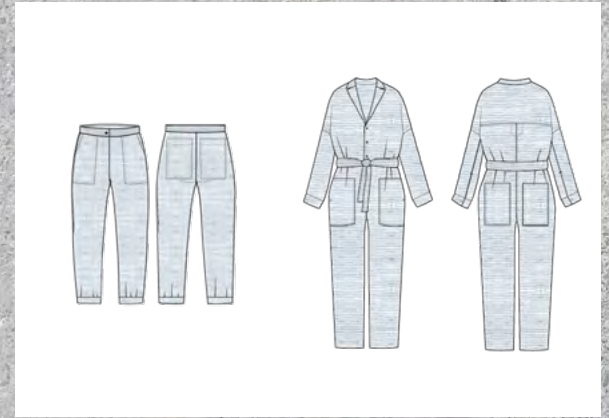
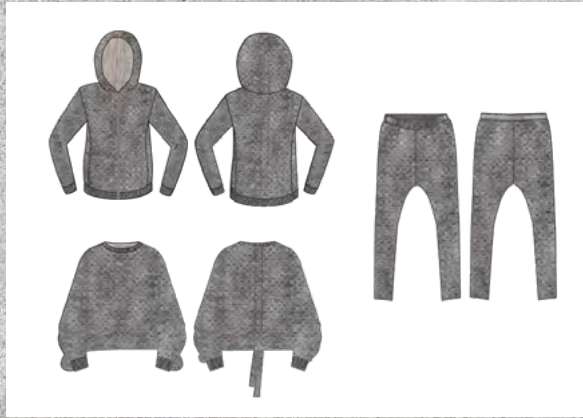
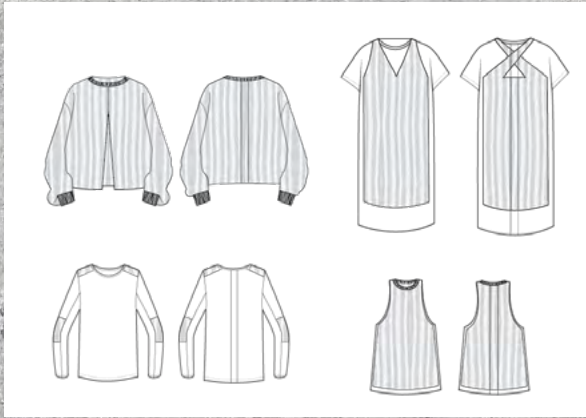
DIGITAL

STP web-app 2017 - With this project I helped develop a webapp, enabling users to find what funds their local NHS institute is experiencing and how to take action upon it. A clean, medical treatment was taken to the design, making it simple and user friendly, coinciding with the NHS Federation's theme.



FASHION ILLUSTRATION

LOT78 SS19 MOODBOARDS - Working alongside the house fashion designer, I created moodboards, working daily across the adobe programs. Inspired upon 1920s 'work-wear', 'glamour' and 'earthy colours' - the moodboards create a sense of decadence, aspiration with a muted vivid colour palette.



FASHION ILLUSTRATION

LOT78 SS19 - Lot78 combines London streetwear attitudes with tailored-made luxurious soft materials from Northern Italy. This role involved me drawing up the fashion designer's garments, working as a graphic designer. The process involved colouring, drawing on Illustrator, working in vectors and using clipping masks.

DAY OF THE DEAD SKULL ART WORKSHOP



SAT 28TH OCT 2-5PM

LAUREN BAKER GALLERY, 18 FLORAL STREET, COVENT GARDEN, WC2E 9DS, LONDON
BOOK NOW: INFO@LAURENBAKERART.COM | LAURENBAKERART.COM

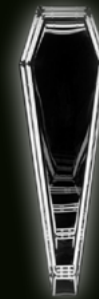


walk towards the light

LAUREN BAKER SOLO SHOW

PRIVATE VIEW: THUR 30 NOV 6:30-9:30PM | EXHIBITION: SAT 02 NOV-24 DEC 2017
LAUREN BAKER GALLERY, 18 FLORAL ST, LONDON, WC2E 9DS | WWW.LAURENBAKERART.COM

MUSINGS ON MORTALITY



SOLO EXHIBITION SAT 28 OCT - SAT 5TH NOV
LAUREN BAKER GALLERY
18 FLORAL STREET, COVENT GARDEN, WC2E 9DS, LONDON
LAURENBAKERART.COM

SOCIAL MEDIA

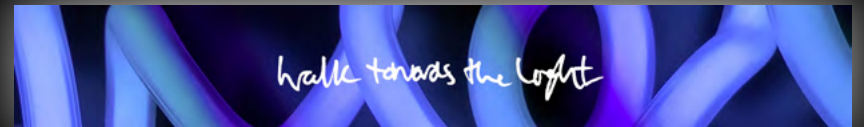
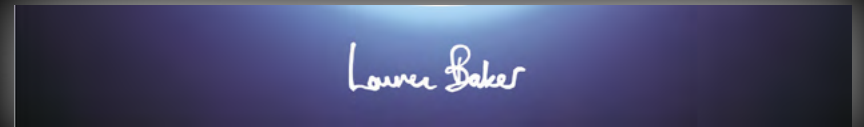
Exhibition Flyers 2017 - These flyers are used throughout Lauren Baker's various social platforms including: Facebook, Mailchimp and Instagram to promote her exhibitions. These are effective in allowing users to share the posts to others which is integral to advertising about upcoming shows.



LAUREN BAKER GALLERY
WWW.LAURENBAKERART.COM

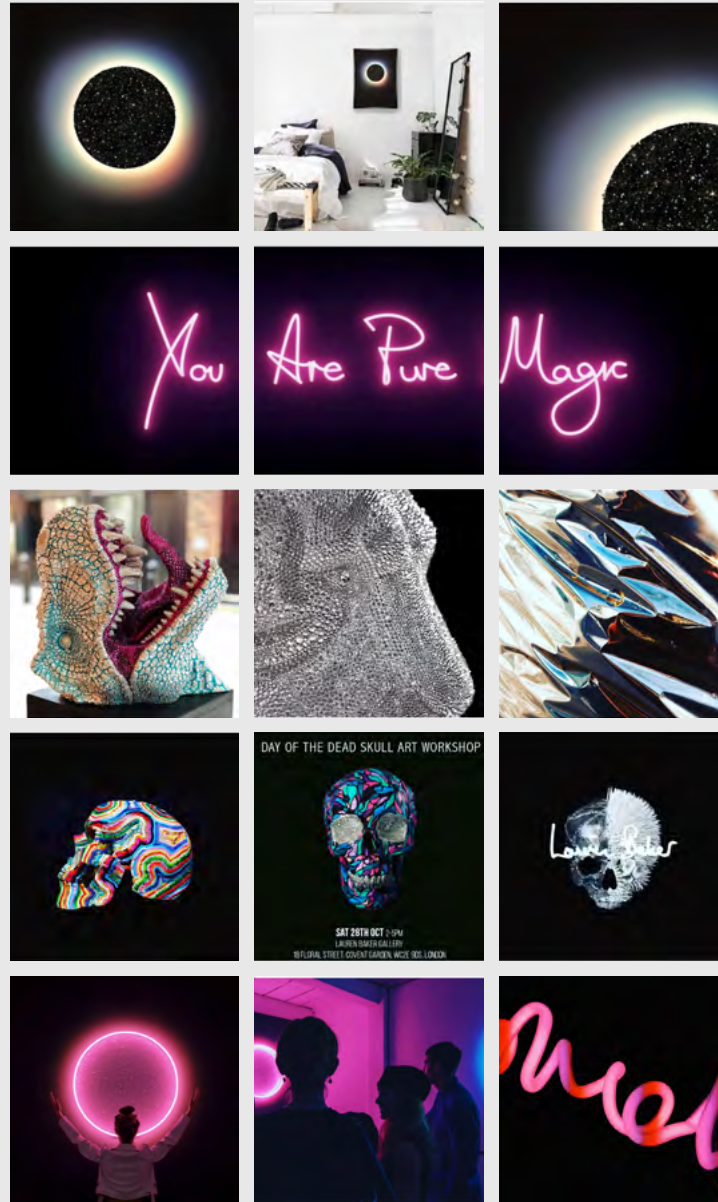


LAUREN BAKER GALLERY
WWW.LAURENBAKERART.COM



SOCIAL
MEDIA

The Colour of Energy Exhibition 2017 - These flyers were designed for the Lauren Baker Gallery to be posted on social media, used as headers for press releases and for the branding of the show. Playful, loose, handwritten typography was used along with a cropped image of one of the neon artworks from the exhibition.



SOCIAL MEDIA

@laurenbakerart - Lauren Baker's Instagram is an integral part of the artist's business as 50% of her revenue is generated through the social platform and vital to her marketing strategy. This therefore requires high end, unique: GIFs, videos, boomerangs and photos to promote her work to entice the buying of her artwork.

