

DANIEL SONG



EXPERIENCE

AND2ES GRAPHIC DESIGNER REMOTE • JAN 2024 - PRESENT

- Developed and illustrated a deck for a film project, which was presented to major streaming platforms such as Netflix and HBO.
- Conduct comprehensive market research to curate typography, packaging designs, and shot lists, used in pitch decks for clients. Projects include creative direction for a sports documentary and a wellness brand.
- Design media kits and graphics for artists like lil Tecca effectively showcasing his influence, and reach, for potential partnerships

THREE HEADED STUDIO

PERSONAL PROJECTS • LA • FEB 2022 - PRESENT

- Curate a bi-weekly newsletter focused on the latest branding and marketing trends in the fashion, music, and in the film industries.
- Researched brand history, mission statement, and conducted market analysis to develop and pitch a rebrand proposal for fashion and sports brands, resulting in high engagement on LinkedIn.
- Designed and developed a website to align with my personal brand identity
- Successfully designed and marketed clothing pieces utilizing graphic design and photography skills to create social media ads and content, while managing relationships with manufacturers and print stores.

HAUTE MAGAZINE

PHOTOGRAPHER • LA • JAN 2023 - DEC 2023

- Captured and curated compelling visual content for Haute Magazine, showcasing my work in two issues.
- Collaborated closely with writers to visually interpret and enhance their written content through imagery, transforming words into captivating visual narratives.
- Authored and photographed "Grace in the Abyss," a project that delves into the paradox of human existence. This work explores the struggle between our inner darkness and the pursuit of goodness, blurring the line between good and evil

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EDUCATION

University of Southern California
LOS ANGELES, CA • JAN 2021 - DEC 2024
Annenberg School for Communication
Roski School of Art and Design

TOOLS & SOFTWARE

Adobe PS, LR, ID, PP, IL
Figma
Procreate
Microsoft Office
HTML, CSS, JavaScript, Python
Tik Tok, Instagram

LANGUAGES

English, Korean

RELEVANT COURSEWORK

Branding and Identity Design
Image Treatment
Typography
Editorial Design
Web Design
Graphic Design in Fashion
Illustration
Product Design

INTERESTS

Music Production
Film & Storyboarding
Golf (HDCCP: 20)
Brazilian Jiu Jitsu
Mixed Martial Arts
Fashion Design

*Daniel believes in embracing simplicity, that by removing the excess, the essence reveals itself.
Each design is a journey toward clarity where true meaning emerges from thoughtful restraint.*