

IDENTITY BRANDING

DANIEL DURKEE



DURKEE

VISION

My previous logo lacked a clean design and it relied heavily on gradients to represent the fluid design of the letters "D C D" coming together as one, later I learned and discovered what worked and what didn't. I decided to create a new logo that represents the creativity of today, tomorrow and the future. I wanted my new logo to also stand the test of time. My logo can even have more colors without compromise and still have a flat, creative style.

IDEA

The idea that I had for creating my new logo is to create swirls of color that blend close together. I wanted it to reflect my character professionally and personally as well as to show my creativity within design. I like using different colors that have a bright and upbeat feel to them, I also wanted to convey symmetry into this new logo.

THE PROCESS

The process of creating a logo that would represent me was an interesting task. I tried different variations of colors and shapes, different lettering and type styles. I wanted to create something that was bold and different, something that would make people look twice or more, I also wanted the logo to appear as if it were something that was moving and not staying a solid. I didn't want any sharp edges in the logo so nearly everything in my final choice would appear circular or have a rounded edge to it.

ABOUT THE LOGO

ABOUT

My logo represents a swirl of colors, my eye for design, and my vision of creativity. Being that this logo is circular, I wanted there to be a connection with the eye, what we see in our everyday lives influences us to create new and exciting things they we have never seen before.

DESIGN & COLORS

The colors represent my eye for design and creativity. My choice to use 9 colors within the logo was a relatively easy one; however, I wanted to use colors that were bright, energetic, and thoughtful. The logo mark is built for the web and it still prints perfectly on paper.

WHY

Many logos that are being created today share common traits, they have become clean, minimalistic, flat, and still hold beauty and creativity within them without being too detailed. My vision was to create a minimalistic logo that is flat and still has a beautiful and creative design in it. Using 9 colors that have no gradients within them is great and still conveys the message that I wanted to display and reflect in designs.

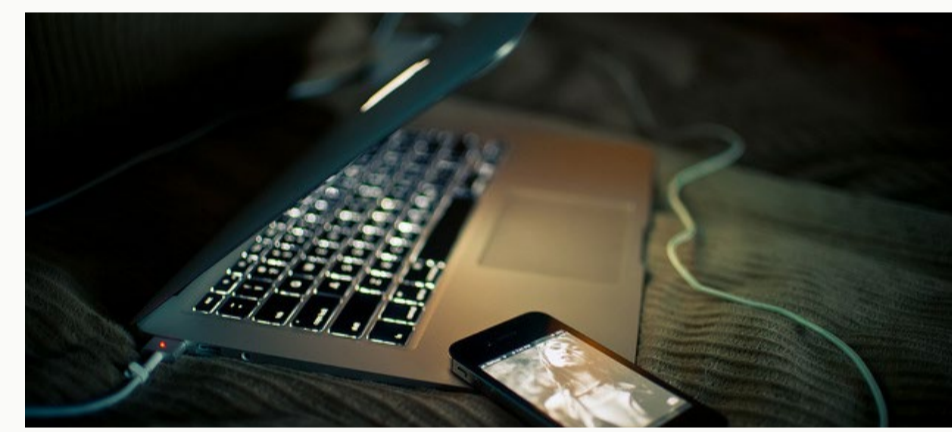
9 COLORS
FOR DEPTH

AN EYE FOR
DESIGN

CREATIVE
SYMMETRY

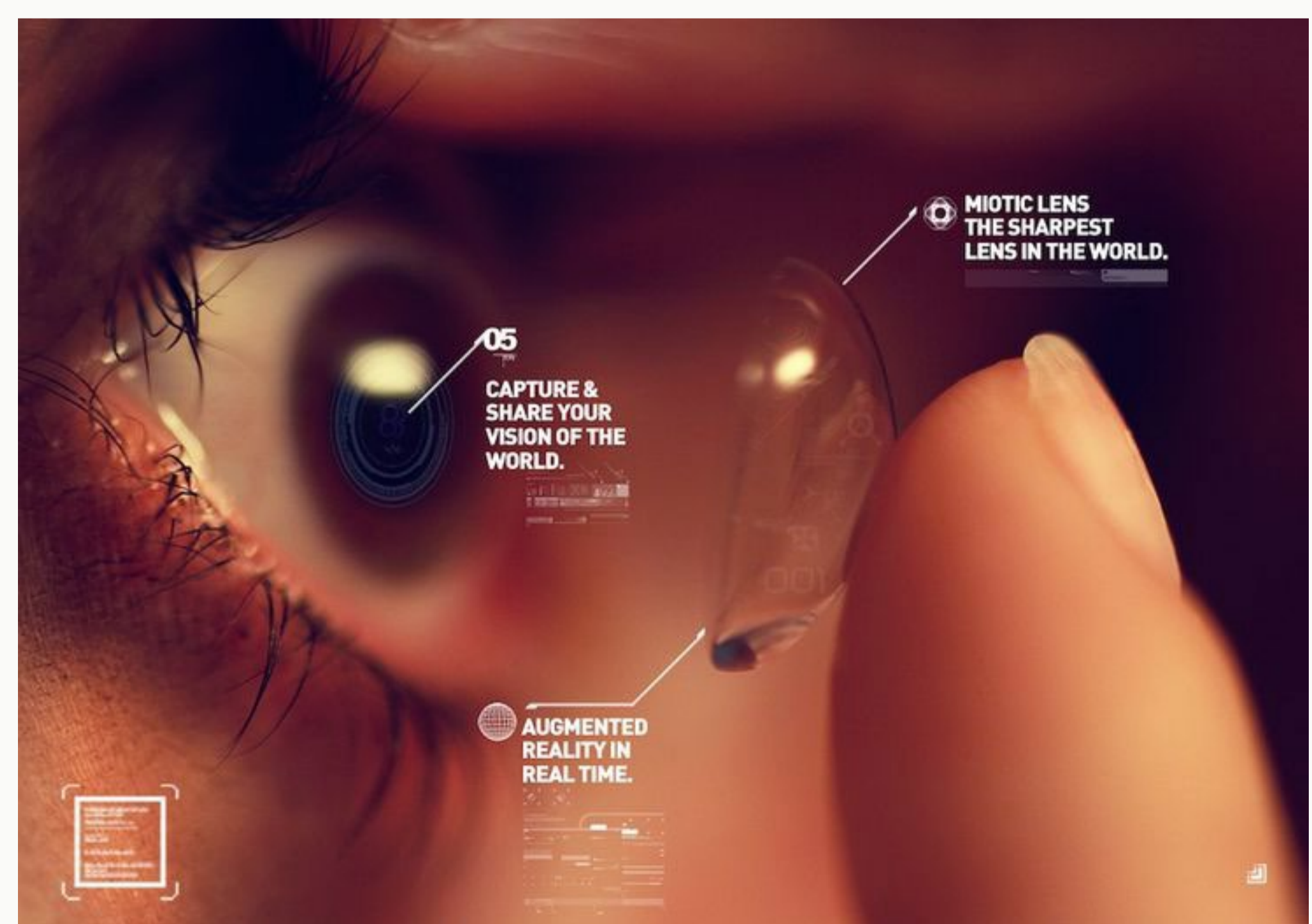
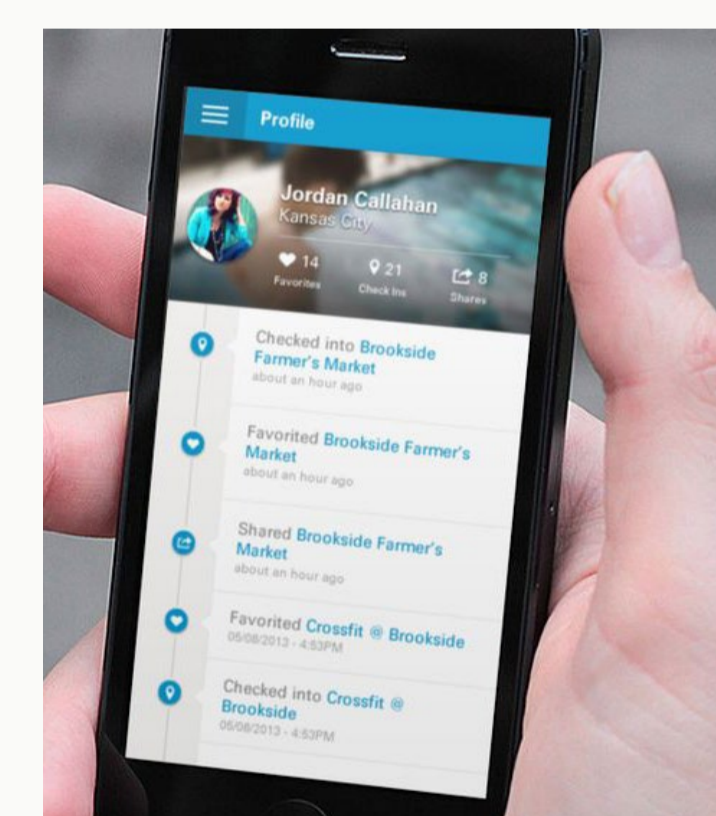
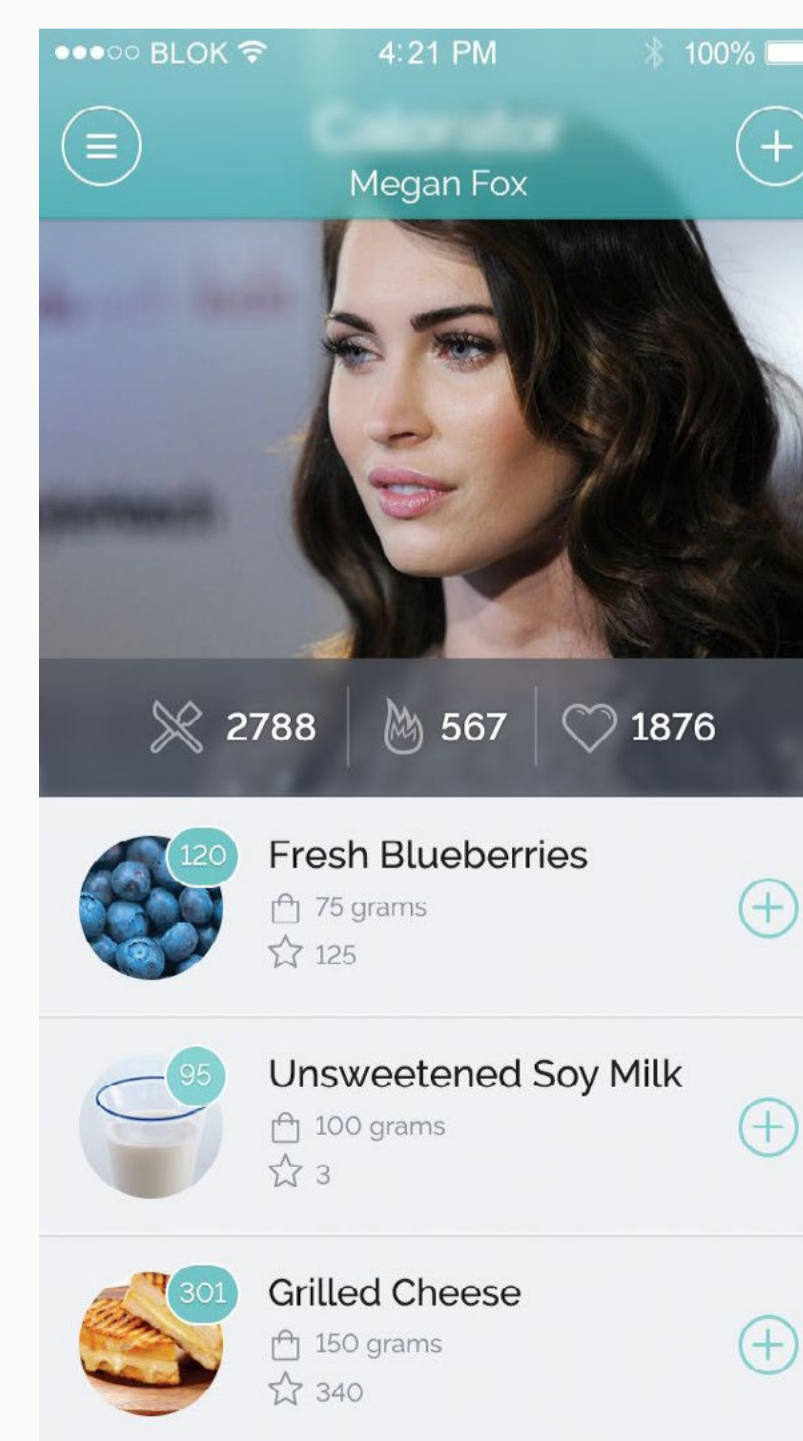
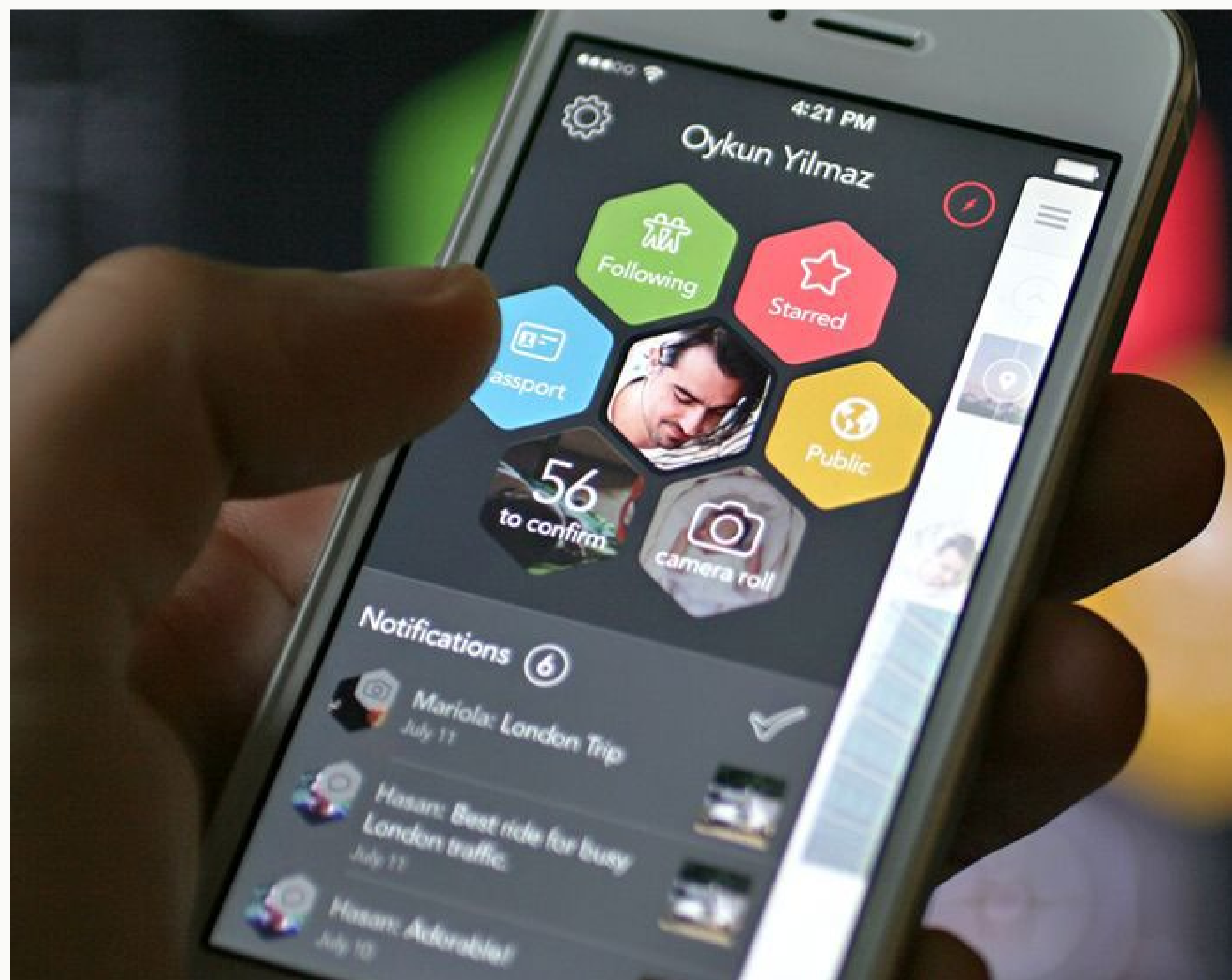
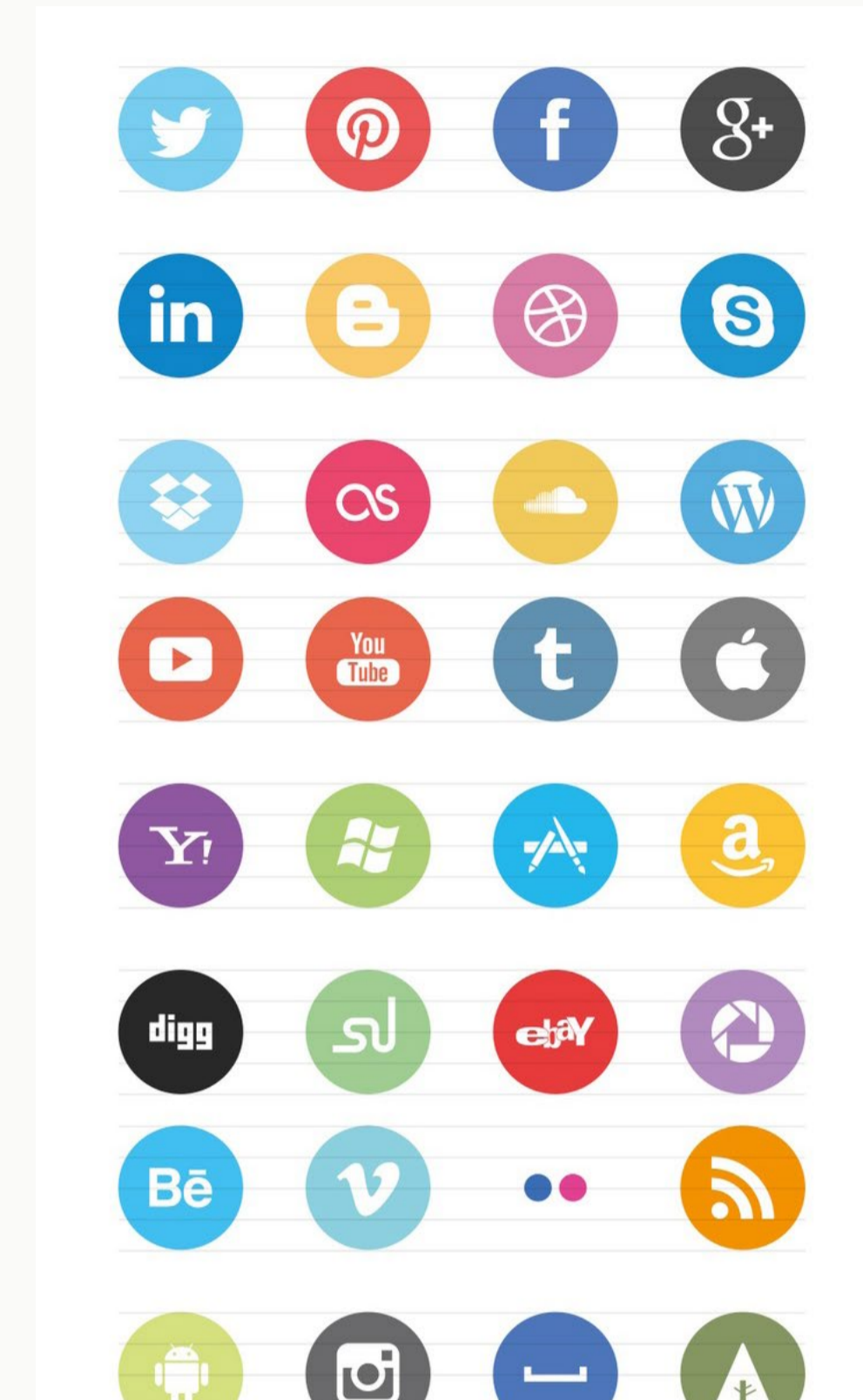


THE LOGO PROCESS



IDENTITY BRANDING

MOOD BOARD - UI DESIGNS & COLOR USES





IDENTITY BRANDING

LOGO TYPE & COLOR



C: 79 M: 21 Y: 36 K: 1
R: 31 G: 153 B: 162
#1F99A2

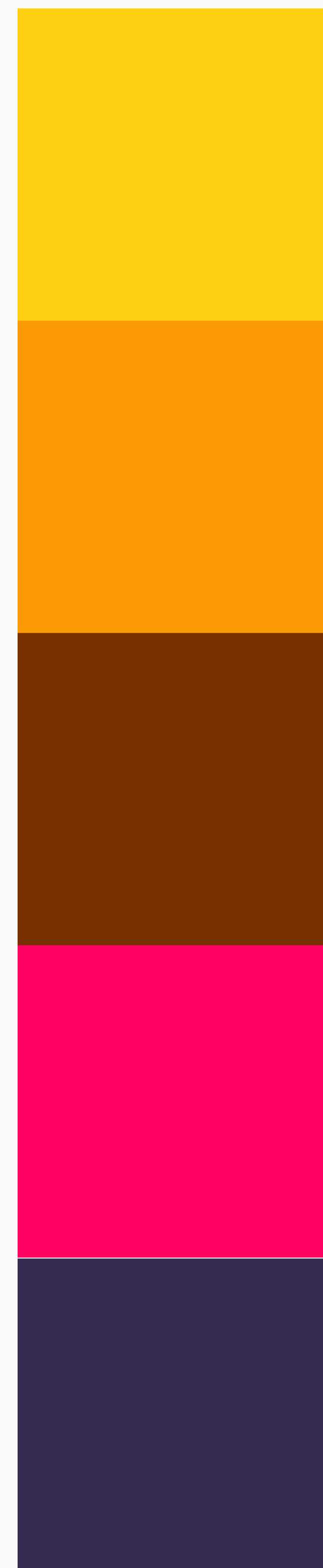
C: 57 M: 3 Y: 13 K: 0
R: 98 G: 195 B: 216
#63C2D7

C: 34 M: 0 Y: 2 K: 0
R: 159 G: 220 B: 243
#9FDCF3

C: 58 M: 22 Y: 86 K: 4
R: 119 G: 155 B: 81
#779B51

C: 21 M: 0 Y: 98 K: 0
R: 221 G: 222 B: 42
#D3DE2B

C: 7 M: 0 Y: 96 K: 0
R: 245 G: 235 B: 23
#F5EB17



C: 1 M: 17 Y: 97 K: 0
R: 254 G: 207 B: 20
#FECF14

C: 0 M: 46 Y: 100 K: 0
R: 248 G: 154 B: 28
#F89A1C

C: 32 M: 82 Y: 100 K: 40
R: 119 G: 51 B: 23
#773177

C: 0 M: 98 Y: 41 K: 0
R: 237 G: 27 B: 100
#ED1B64

C: 84 M: 88 Y: 39 K: 36
R: 55 G: 43 B: 81
#372B51





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DURKEE

IDENTITY STAGING





danieldurkee.com

1.510.221.8728

danieldurkee@me.com

620 Jones Street, Apt. 508
San Francisco, CA. 94102

EXPERIENCE

OMC DESIGN GROUP, CA 4/25/14-CURRENT

Designed and developed responsive websites, created content management (CMS) websites. Always created responsive websites with design in mind. Keeping the user in mind, I worked with clients to see what they would like in a website. Worked with website type, color choices, styling to see what the clients preferred the most. Keeping the client satisfied and happy was the highest priority.

REBECCA BARTLETT, CA 4/19/14-6/12/14

Worked with a team of 3 people at Rebecca Bartlett to create and re-brand a completely new boutique design firm website, complete with a one-page design, project pages, and design work pages. All coding was created by me. The new website is called Bartlettbrands.com, they are a Boutique Branding & Design Studio located in San Francisco, California.

FILMCAUSES, CA 1/25/14-CURRENT

Created websites and micro-sites for various documentary films. Created variations of logos for films which has been displayed in each website. Worked with Wordpress to create each website. Filmcauses is a non-profit film company that creates documentary films about current events and entertainment. Work for this company is created on an as-needed basis.

MEMBRIGHT, CA 1/15/14-3/23/14

Created and designed mobile user interfaces for an iPhone web and mobile app. Created variations of logos, icons, interactive website designs. Organized projects and meetings to present work. Gave good feedback on each segment of projects. Membright is a company where user can create and review quizzes and study them on-the-go. This app is based on science from the forgetting curve.

BILL OWENS DISTILLING / PHOTOGRAPHY, CA 6/15/13-8/25/13

Created and designed mobile user interfaces for an iPad app in which users can view and read books and be quizzed on their skills. Managed and maintained a distilling website created from Wordpress, managed their Whitemulepress website and created new web pages. Created various design interfaces.

SKILLS AND EXPERTISE

DESIGN THINKING

Web design, interactive media, wayfinding design, video & sound editing, typography design, UI/UX interfaces, digital photography, motion graphics.

TECHNOLOGY

Adobe Creative Suite, Cinema 4D, Final Cut Pro X, Adobe Premier Pro, Adobe After Effects, HTML, CSS, JQuery, Logic Pro, Soundtrack Pro, Aperture, Coda, BBEdit, Corona SDK, MAC OS, iPhone / iPad SDK.

EDUCATION

Academy of Art University, San Francisco, CA, 2009-2014

BFA: Web Design & New Media

Diablo Valley College, Pleasant Hill, CA, 2007-2009

Transfer

AWARDS AND ACHIEVEMENTS

Academy of Art University SPRING SHOW 2013

Blue Bottle Coffee SFMOMA App
Featured display of photography and descriptions of coffee and artwork
iOS development and Corona SDK

EAGLE SCOUT Award rank. 12/21/2006

Assistant Senior Patrol Leader, Troop Guide, Scribe, & Librarian,
Assisted younger Scouts in work, motivated them, organized meetings & events.
An excellent role model and a good motivator.

References available,
upon request.



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San Francisco, CA.
94102

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10/07/2014

Dear Employer,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque eleifend commodo turpis. Etiam at tristique urna. Ut egestas porta ligula, ac luctus urna tincidunt vel. Donec posuere fringilla congue. Curabitur dictum hendrerit massa sed tempus. Ut eros augue, tincidunt id placerat ac, fermentum eget lacus. Donec ullamcorper, odio ac aliquet fermentum, nunc nisl tempus massa, id eleifend felis metus at.

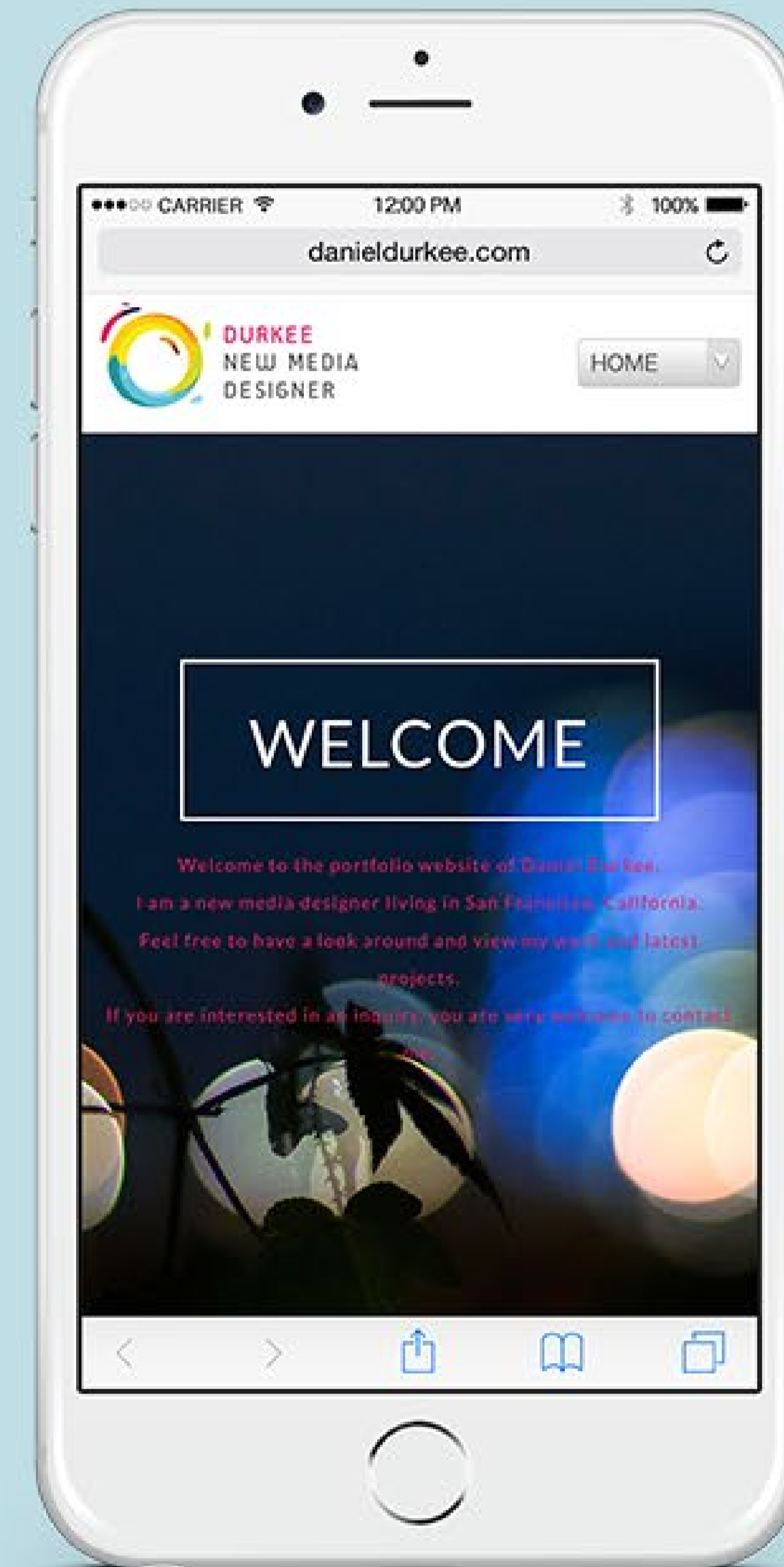
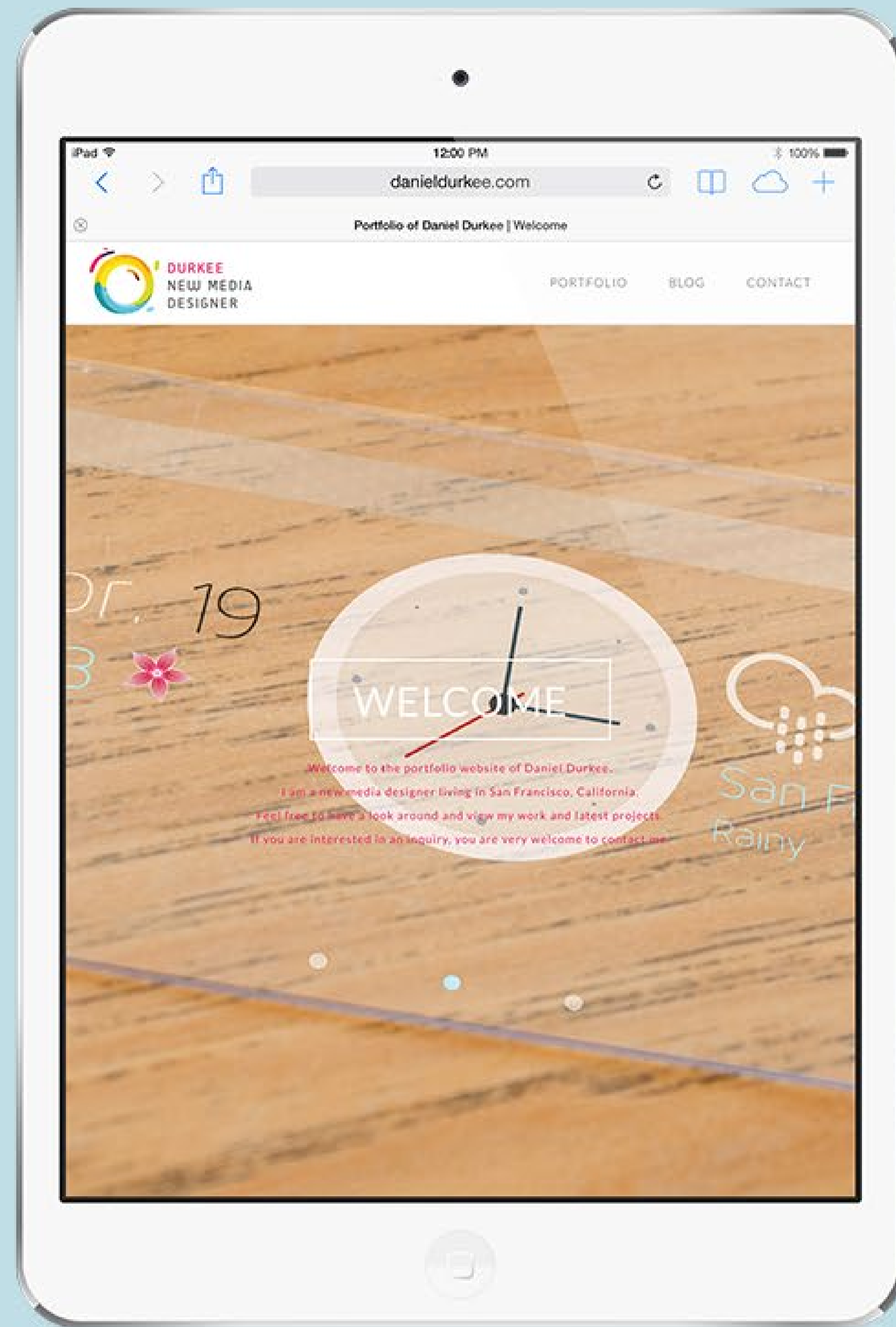
Praesent vitae nisl metus, quis viverra purus. Nulla vitae enim vel nibh dignissim mattis. Nullam eget odio ac diam tempor laoreet vitae vel neque. Vestibulum quam sem, dignissim ut pharetra sit amet, rhoncus ut nibh. Sed fermentum vulputate purus, at suscipit urna pharetra a. Nullam ut libero nec nisi faucibus faucibus. Nulla odio nunc, tempus ac luctus eget, ullamcorper et lacus.

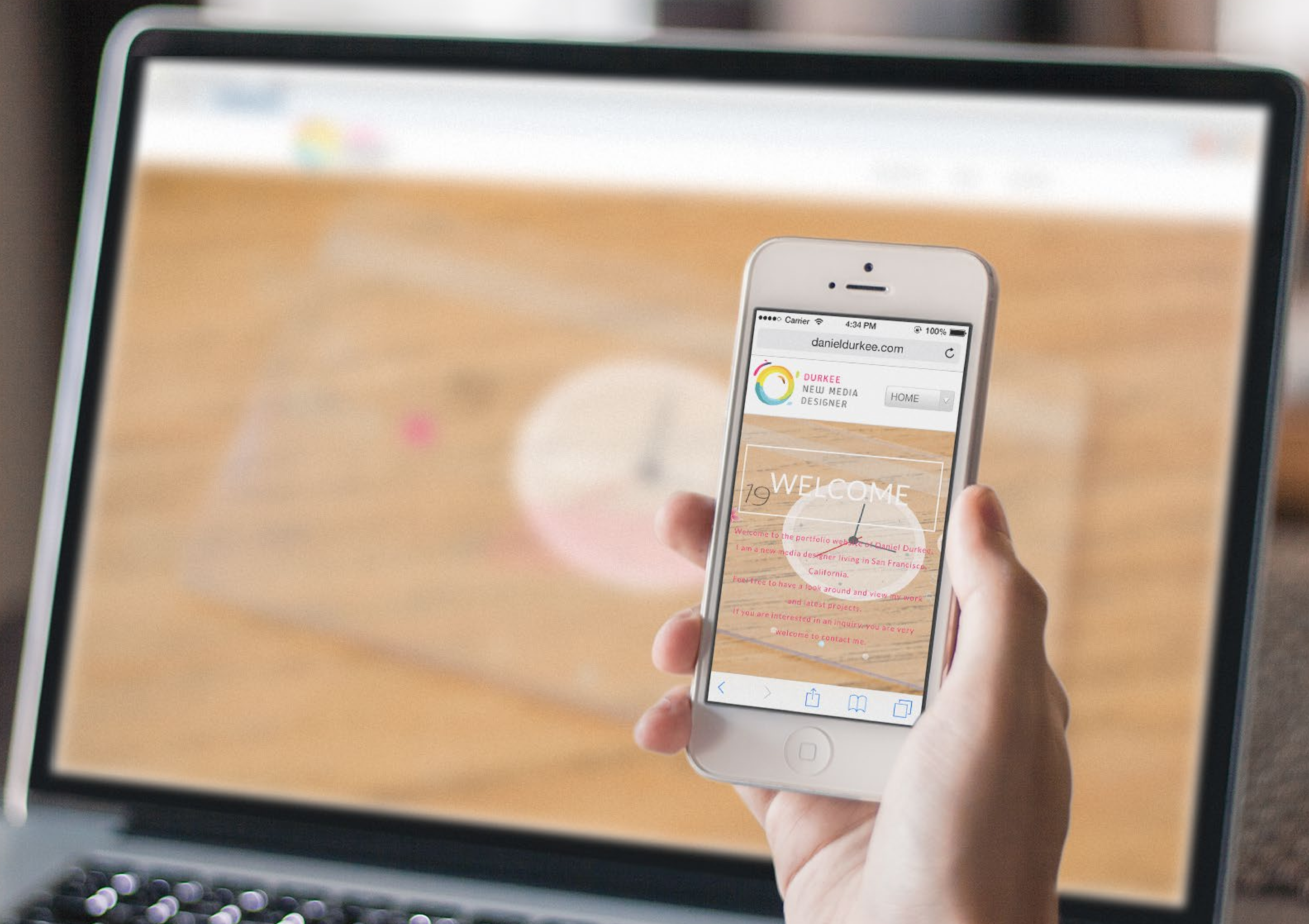
Duis vitae arcu a erat laoreet laoreet. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Ut leo enim, congue eu euismod eu, aliquam vitae tellus. Curabitur scelerisque mauris id nunc iaculis vel dignissim augue varius. Morbi quam velit, porttitor quis varius et, elementum et risus. Aenean vel odio leo. Pellentesque felis elit, aliquam quis tincidunt non, tincidunt id est.

Vivamus eget leo nisi, ut iaculis nisl. In hac habitasse platea dictumst. Nulla facilisi. Donec a quam ante. Etiam aliquet molestie mi ut tristique. Nullam enim leo, hendrerit sit amet posuere et, viverra id leo. Phasellus euismod mattis urna, sed pellentesque urna pretium vestibulum.


Sincerely,

Daniel Durkee








Carrier 4:34 PM 100%
danieldurkee.com

 **DURKEE**
NEW MEDIA
DESIGNER HOME ▾

79 **WELCOME**

Welcome to the portfolio website of Daniel Durkee.
I am a new media designer living in San Francisco,
California.
Feel free to have a look around and view my work
and latest projects.
If you are interested in an inquiry you are very
welcome to contact me.

< >   



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San Francisco, CA

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E danieldurkee@me.com



EXPERIENCE

UPIC DESIGN GROUP, CA 4/2014-6/2014
Integrated with graphic design and branding to create a cohesive look for a boutique design firm website. All coding was done in-house. Client was very satisfied with the results. **REBECCA MARPLETT, CA 4/2014-6/2014**
Worked with a team of 3 graphic & branding designers to create and design a boutique design firm website. Completed with a one-page design. Client was very satisfied with the results. **FILMCAUSES, CA 1/2014-3/2014**
Created website and micro-site for various documentary films. Website includes a blog which has been displayed in each article. Organized projects and meeting to ensure all articles are published on time. **MEMBRIGHT, CA 6/15/13-8/2013**
Created and designed mobile user interfaces for an iPhone web and mobile app. Website is a non-profit firm company that provides a variety of services. Client was very satisfied with the results. **BILL OWENS DISTILLING / PHOTOGRAPHY, CA 6/15/13-8/2013**
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BFA: Web Design & New Media
Diablo Valley College, Pleasant Hill, CA, 2008
Transfer

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Blue Bottle Coffee SPMOMA App
Featured display of photography
iOS development and Com

EAGLE SCOUT AWARD

Assistant young leader
Assisted young leader
An excellent leader

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design, interactive media, wayfinding design, video & sound editing, typography design, UI/UX design, digital photography, motion graphics.

Adobe Suite, Cinema 4D, Final Cut Pro X, Adobe Premier Pro, Adobe After Effects, jQuery, Logic Pro, Soundtrack Pro, Aperture, Coda, BBEdit, Corona SDK, MAC OS,

San Francisco, CA, 2009-2014
San Francisco, CA, 2007-2009

ACHIEVEMENTS

EAGLE SCOUT Award rank. 12/21/2006
Assistant Senior Patrol Leader, Troop Guide, Scribe, & Librarian,
Assisted younger Scouts in work, motivated them, organized meetings & events.
An excellent role model and a good motivator.

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DURKKEE





DURKEE

THANK YOU

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