

DANIEL GOODMAN

Design Director

London

Creative thinker, designer and entrepreneur. Working in both online and offline worlds, with a belief that good ideas should permeate both. Since moving to London in 2016, my work has focussed on developing brands through packaging. Highlights have included developing Michelin's Global Packaging Guidelines, a new line of paints for Craig & Rose and activations for Coca-Cola for the 2018 Fifa World Cup. Prior to London, my career has been truly multidisciplinary; from playing a key part in an intensive, 2-year social innovation project; to running my own independent design studio in Cape Town for 8 years. I truly believe great ideas should have no bounds. I'm as comfortable working online, in print or bootstrapping a start-up from the ground.

WORK EXPERIENCE

ECHO

Design Director | Jun, 2017 – May, 2018

ECHO approaches visual identities as visceral, flexible entities that influence and engage across diverse touch-points and ever-changing media; changing behavior, bringing solidarity and encouraging advocacy. As Design Director at ECHO in London, I led a number of key projects, including the creation of Michelin's Global Packaging Guidelines, category-defining packs for LVMH spirits, and a new line of paints for Craig & Rose.

DRINK WORKS

Senior Designer | Jul, 2016 – Jun, 2017

After moving to London, I worked as a Senior Graphic Designer at Drink Works. I helped develop brand strategy, branding and packaging design for major players in the beverage industry including SAB Miller, Accolade Wines and Coca-Cola.

FLOW PROJECT

Social Innovation & Design | Aug, 2014 – Aug, 2016

Two years; two different regions with remarkably similar challenges; 28 out-of-work youth; some deeply rural, some from bustling small towns; an unlikely collaboration of academics, local municipality, development practitioners, and innovators; one great big out-the-box project that pushed the boundaries of development work. As well as playing a key coordinating role in developing and implementing this project, I was also integral to the roll-out and design of two community currencies.

DAN GOOD DESIGN

Creative Director | Jan, 2008 – Jun, 2016

In 2008 I set up Dan Good Design, a small studio working with a wide range of clients, from non-profits to startups and what would become some of South Africa's top craft beer brands. Throughout this time I established myself as a multidisciplinary designer, being able to work from the ground up, from naming, strategy and branding creation through to packaging, web and app design.

FUEL DESIGN

Designer | Feb, 2007 – Jan, 2008

I worked as part of a small team at FUEL Design, specializing in print and web design, developing brand identities and collateral, packaging and below the line advertising.

EDUCATION

CAPE PENINSULA UNIVERSITY OF TECHNOLOGY

National Diploma - Graphic Design | 2004 – 2006

I graduated cum laude and top of my class in Graphic Design at Cape Peninsula University of Technology in 2006

SKILLS

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| Graphic Design | Branding & Identity | Packaging Design | Art Direction | |
| Layout | Typography | Logo Design | Web Design | UI/UX |

CONTACT INFORMATION

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