BELFAST DAN

A creative *senior digital* graphic designer in Belfast Montréal.

Art with Me Festival of Music, Arts and Culture

Art With Me is an international festival that celebrates the intersection of music, arts, and culture, offering immersive experiences designed to inspire and engage. With its six core pillars—art, music, cuisine, culture, wellness, education, and community—the festival creates vibrant spaces for creativity and connection.

For the Miami 2023 edition, the festival entrusted me with designing their campaign. Leveraging AI prompts, I provided art direction and created impactful visuals across multiple formats, including graphics for print, signage, and social media. I also oversaw print management to ensure seamless execution. The work encapsulated the festival's dynamic energy, elevating its presence and engaging its diverse audience.

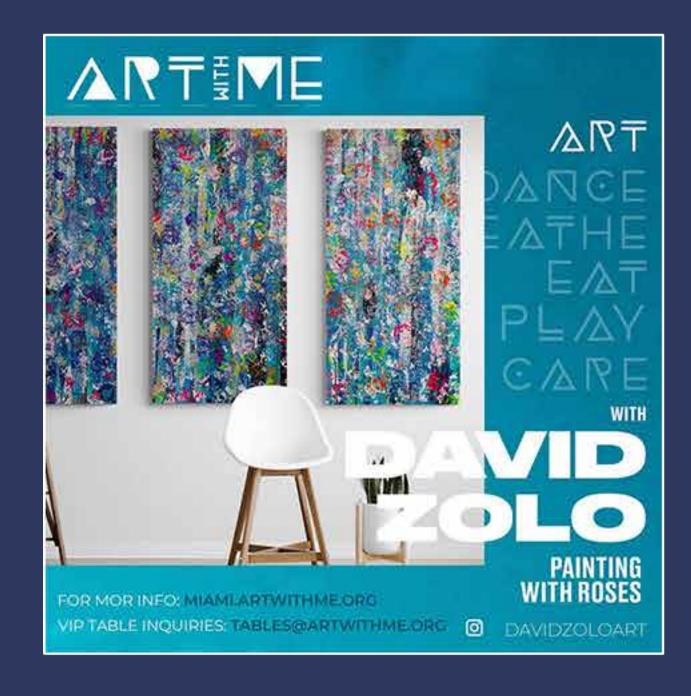
Years: 2023-2024

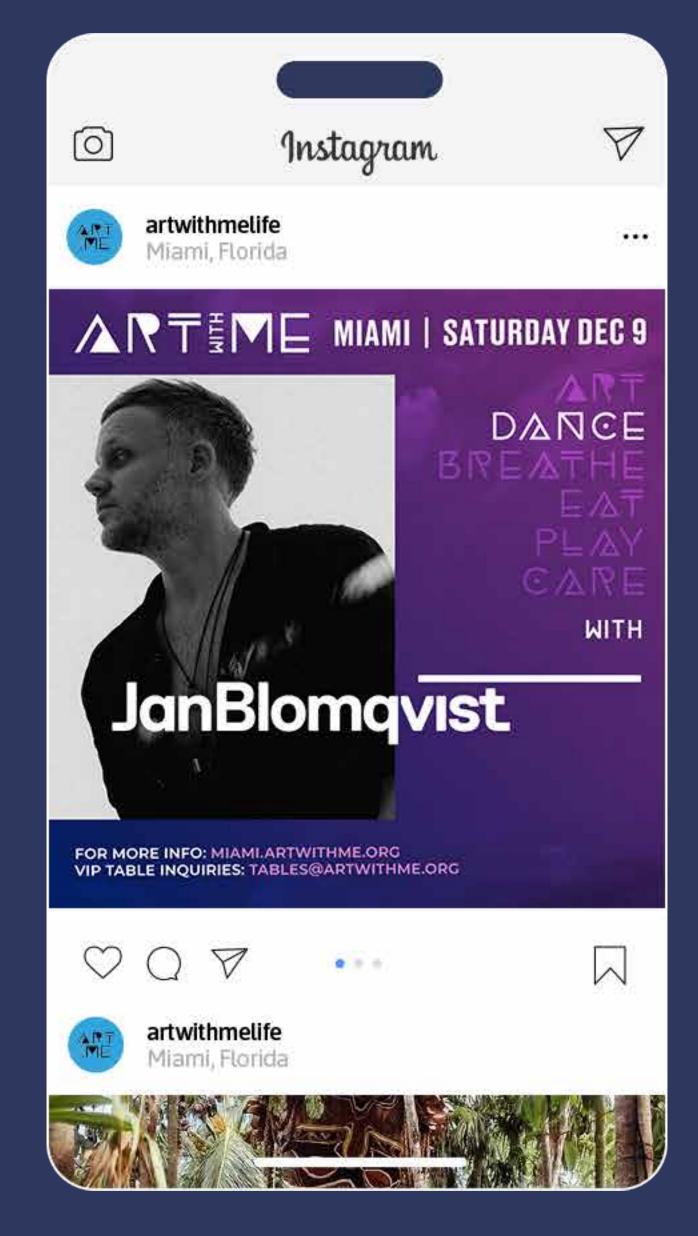
Including: AI Prompts - Art Direction - Graphics for Print - Print Management - Signage - Social Media Visuals









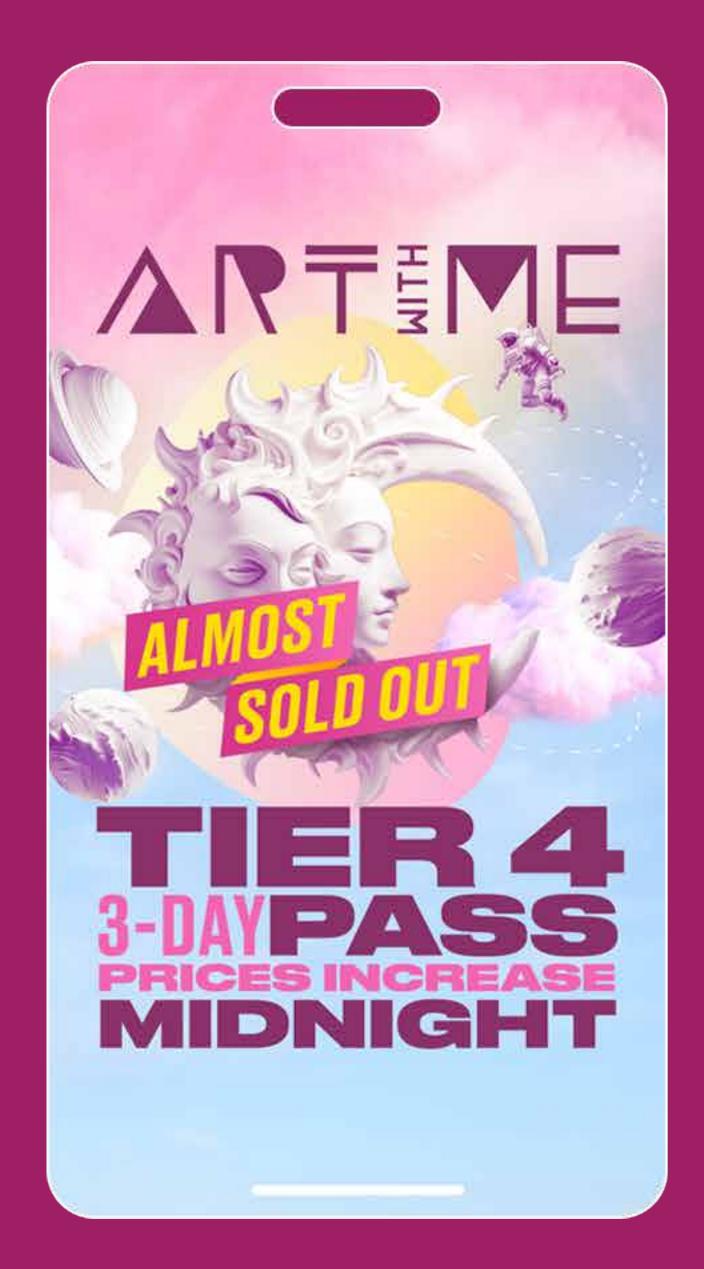




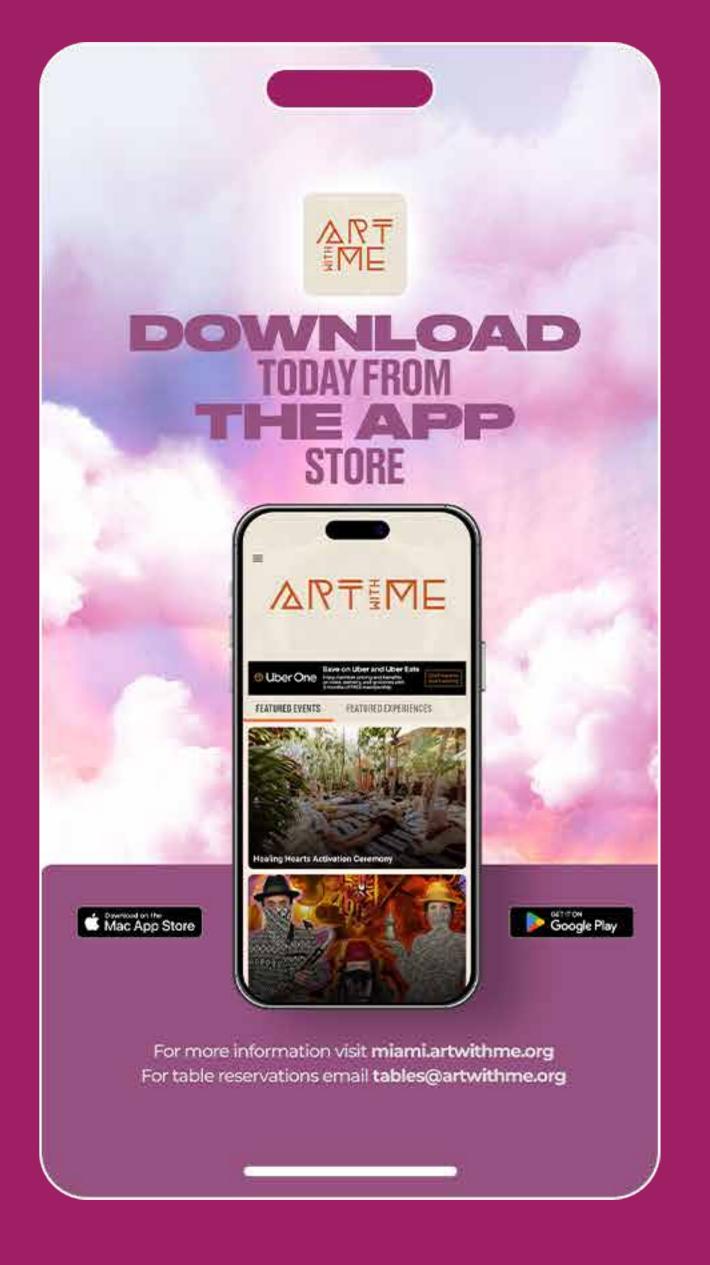








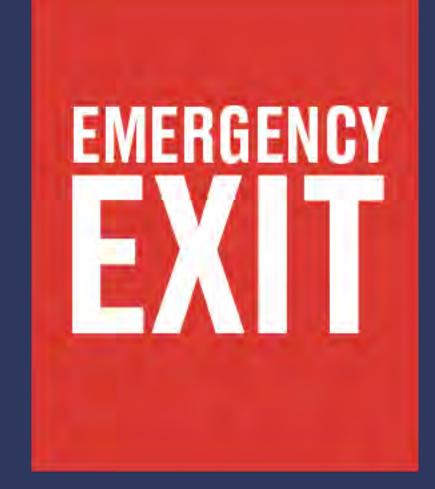






HOREMIUM ENTRANCE











ARTEME

MIAMI | DECEMBER 8-10

DANCE PHASE 2

DERWORLD POLO & PANS

CHANNEL TRES DAMIAN LAZARUS LEE BURRIDGE OVERMONO JAN BLOMOVIST LP GIOBBI

ANTHONY MIDDLETON | APACHE | ATISH | ELEPHANT HEART ELILIGHT | FARRAH SABADO | FRANCESCA LOMBARDO | GAVLAK GLAUCO DI MAMBRO | GOLDEN | ISAIAH MARTIN | JULIA SANDSTORM MAGA | MATT CAINES | M.O.N.R.O.E. | MURMUSICA ENSEMBLE NICO STOJAN | PARALLELLE | SHAIT | TIM GREEN | TOMMY RAFFA VANJEE | WILD DARK | WESLEY RAZZY | YOKOO | + LOCAL SUPPORT

ALL DAY I DREAM



VIRGINA KEY BEACH PARK









JAN BLOMQVIST | LEE BURRIDGE LP GIOBBI | MINDCHATTER OVERMONO SANGO

ANTHONY MIDDLETON | APACHE | ATISH ELEPHANT HEART | ELILIGHT | FARRAH SABADO FRANCESCA LOMBARDO | GAVLAK | GLAUCO DI MAMBRO GOLDEN | ISAIAH MARTIN | JULIA SANDSTORM LOGIC1000 | MAGA | MATT CAINES | M.O.N.R.O.E. MURMUSICA ENSEMBLE | NICO STOJAN | PARALLELLE SHALT JIM GREEN | TOMMY RAFFA | VANJEE WILD DARK WESLEY RAZZY YOKOO + LOCAL SUPPORT











Spirit Loft Movement for Life

Spirit Loft Movement Centre is a vibrant space founded in 2011 by former CFL receiver and Grey Cup champion Andre Talbot and movement educator Catalina Moraga. The centre is dedicated to exploring human movement and potential while fostering a community that values education, growth, and connection.

As a long-time practitioner at Spirit Loft, I had the privilege of designing and developing their new brand and communications from 2019 to 2022. I created a cohesive visual identity inspired by their ethos, centred around two interconnected circles—symbolising movement and stillness, the pillars of their philosophy. This branding extended across signage, posters, social media visuals, and decals, ensuring consistency, and up-to-date communications, especially during the Covid-19 pandemic. Through comprehensive brand guidelines and thoughtful design, I crafted a visual language that reflects Spirit Loft's dedication to balance, growth, and community.

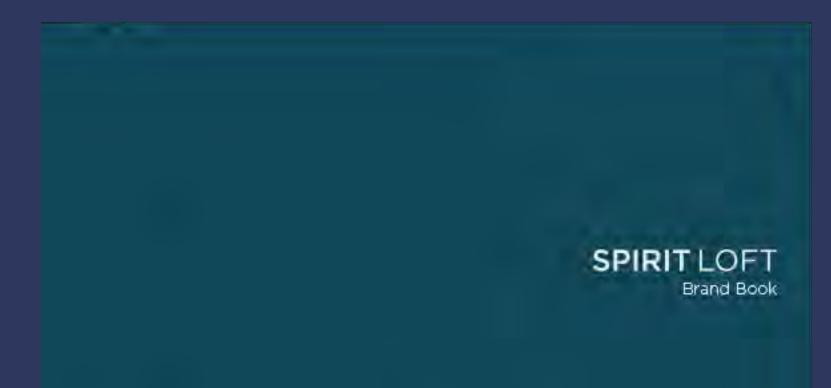
Years: 2019-2022

Including: Brand Creation - Brand Guidelines - Graphics for Print - Signage - Social Media Visuals



SPIRIT LOFT

MOVEMENT CENTRE

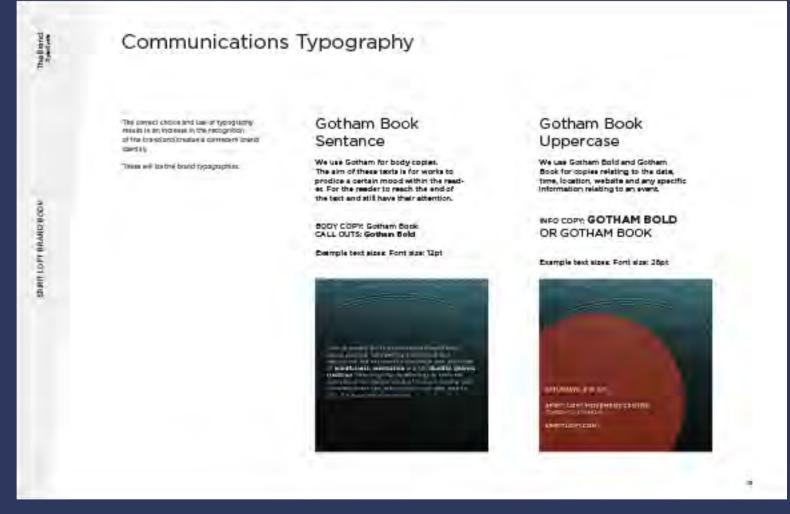


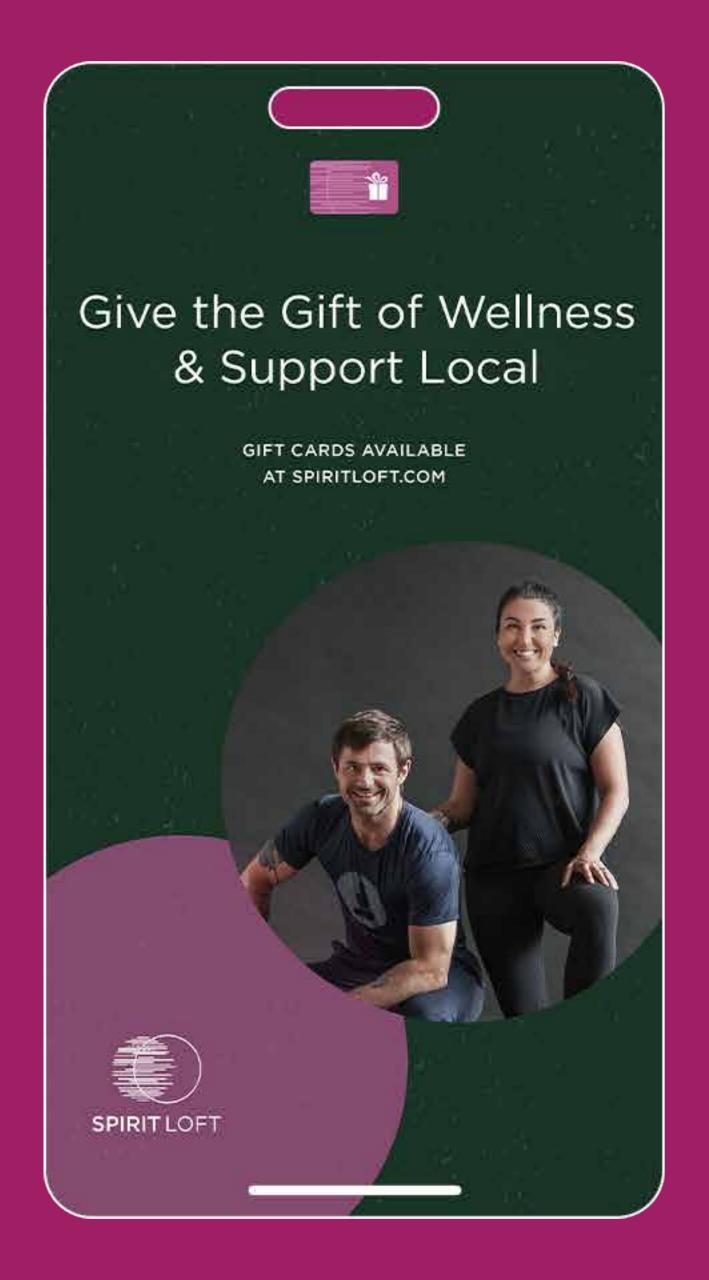


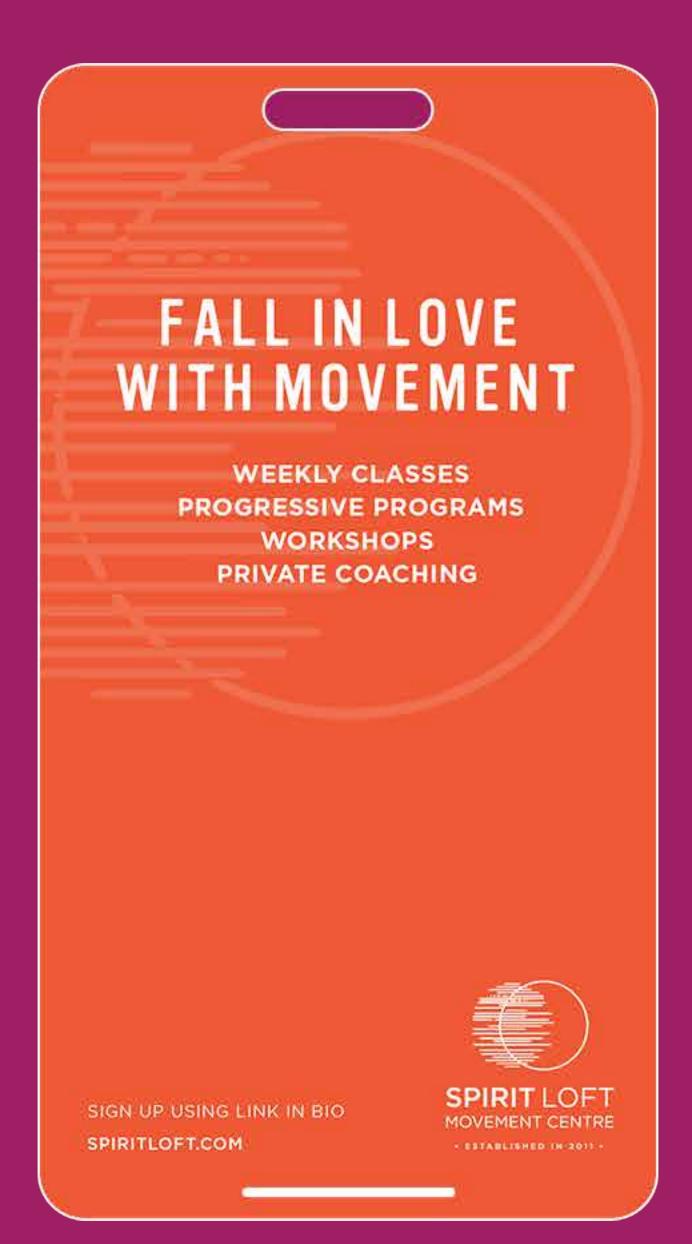


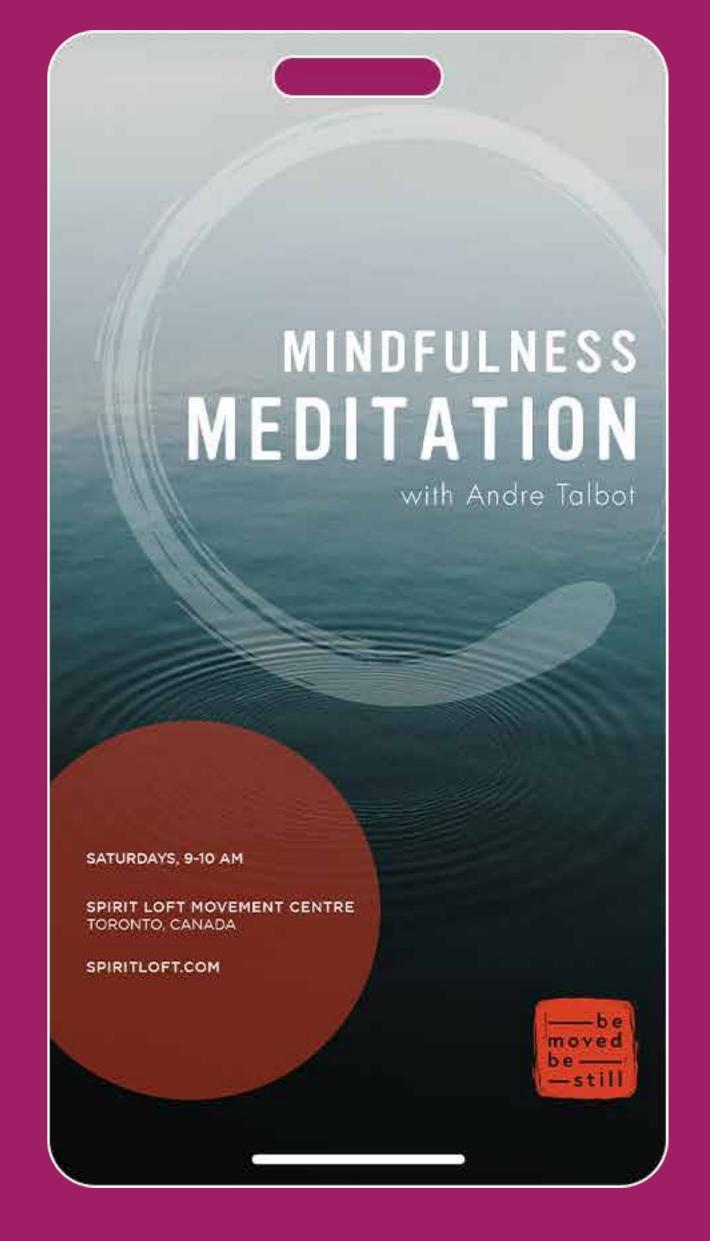


















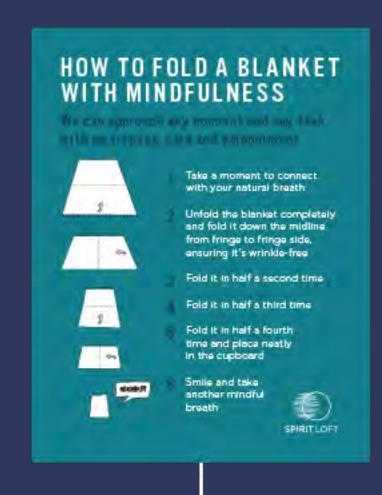














MOVEMENT STILLNESS MOBILITY STRENGTH RHYTHM COORDINATION AWARENESS CURIOSITY CREATIVITY VARIABILITY DISCIPLINE RESILIENCE EMBODIMENT INTEGRATION CONNECTION SPIRITLOFT.COM



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WELCOME BACK!

JOIN US IN-STUDIO, OUTDOORS AND ONLINE FOR A WELL BALANCED, INSPIRED PRACTICE.

Celebrating 10 Years of Movement and Stillness Education in Leslieville!

SIGN UP HERE











with Andre Talbot, Catalina Moraga & Guest Faculty

SPIRIT LOFT MOVEMENT CENTRE Toronto, Canada

SPIRITLOFT.COM



REGISTRATION O1 OCT

moved EMBODIED ARTS TEACHER TRAINING -still

BEGINS FEBRUARY 2019 AN INTERDISCIPLINARY APPROACH TO MOVEMENT, YOGA & MINDFULNESS EDUCATION

with Andre Talbot, Catalina Moraga & Guest Faculty

SPIRIT LOFT MOVEMENT CENTRE Toronto, Canada



SPIRITLOFT.COM

Inti Labs Fertility Care

Inti Labs is a company specialising in advanced diagnostic services for IVF testing, supporting individuals and couples in their fertility journey with precision and care. Their mission is to combine cutting-edge technology with compassionate communication, offering reliable insights for reproductive health decisions.

In collaboration with the Montreal agency Anderson Pidgeon, I played a key role in shaping Inti Labs' brand identity and digital presence. This included designing a professional and empathetic logo, crafting detailed brand guidelines to ensure cohesive communication, and developing a user-friendly website that highlights their expertise and mission.

Additionally, I created social media visuals and marketing collateral that resonate with their audience, positioning Inti Labs as a trusted leader in IVF diagnostics. This comprehensive approach brought their vision to life with a polished and approachable aesthetic.

Years: 2022-2024

Including: Brand Creation - Brand Guidelines - Collateral - Social Media

Visuals - Website



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MIRA™

A microRNA (miRNA) test to help refine the fertility journey

11RA







ACCURATE

MIRA™ provides actionable results in over 99% of first biopsies, so patients and healthcare providers can be confident that they're getting the information they need in a timely manner.



SENSITIVE

MIRA™ can process smaller quantities and lower-quality tissue samples, meaning a less uncomfortable biopsy procedure for patients.



PRECISE

MIRA™'s 100 miRNA biomarkers target over 600 endometrial receptivity-related genes to accurately identify the optimal time for embryo transfer.

INTI LABS SOLUTIONS

Inti's pioneering miRNA-based endometrial receptivity test is used during the pre-implantation stage of in vitro fertilization (IVF) to enhance and personalize a patient's treatment.





HOW DOES MIRATER HELP HEALTH CARE PROFESSIONALS?

We support healthcare professionals worldwide in their efforts to deliver fast and reliable results. Our solution provides valuable insight during the IVF treatment cycle to ensure the best care possible for patients.

LEARN HOW

HOW CAN FAMILIES USE MIRA" IN THEIR FERTILITY JOURNEY?

We work to stay at the forefront of the issues families face when undergoing IVF. We partner with local healthcare professionals and service providers to provide the best solutions to patients.

LEARN HOW

FAQ"S

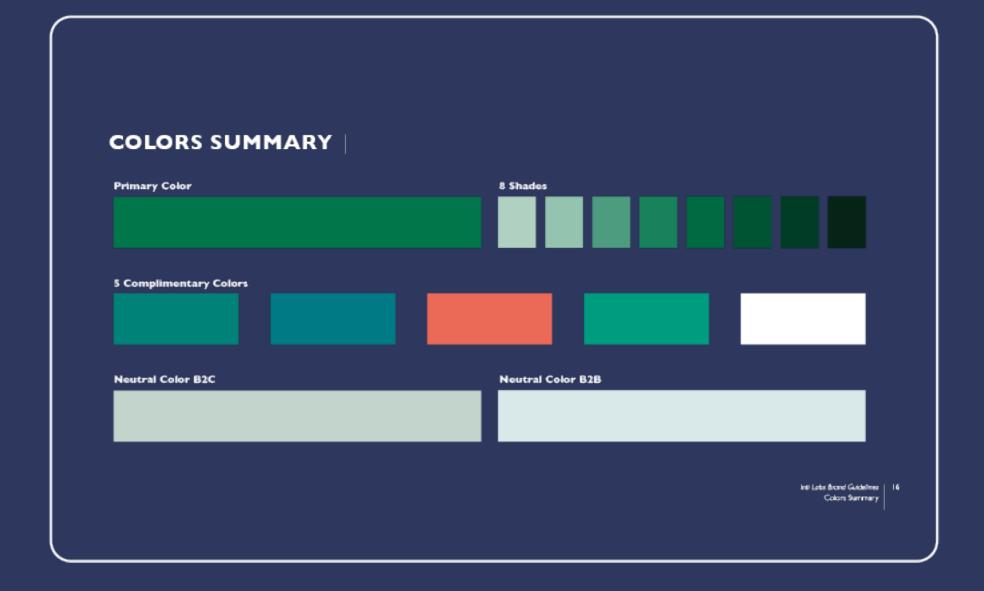
SPACING The logo must always be legible and unobstructed. The clear space around the logo has been set up accordingly. The size of the exclusion zone should be half of the X width that is shown on the right. This amount of spacing is necessary to ensure the logo has enough breathing room and remains an ideal representation of the brand. The minimum size for print and digital are also outlined on this page. Please ensure the logo never goes below this size. Only use the minimum size if absolutely needed.

isti

Into Lab Brand Guidelines | 10 Specing



WEB FONT & DESKTOP **Primary Typeface** Secondary Typeface **Body Typeface** Open Sans Open Sans Open Sans Extra Bold | Extra Bold Italic Semi Bold | Italic Regular | Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ **ABCDEFGHIJKLMNOPQRSTUVWXYZ** abcdefghijklmnopqrstuvwxyz 1234567890(@#\$%^&*()_+? abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()_+? ABCDEFGHIJKLMNOPQRSTUVWXYZ **ABCDEFGHIJKLMINOPQRSTUVWXYZ** abcdefghijklmnoparstuvwxyz 1234567890l@#\$%^&*()_+? abcdefghijklmnopqrstuvwxyz 1234567890l@**#\$%**^&*<u>()</u>+? Inti Late Brand Guidelines 19 Web Forst & Desktop





Designed by Woulfe Interior Design

Designed by Woulfe is a prestigious London-based interior design studio, renowned for creating bespoke, luxurious interiors for private residences, show homes, and commercial spaces since its inception in 2009. With a commitment to impeccable craftsmanship and innovative design, the studio has built a reputation for transforming spaces into sophisticated, high-end environments.

In 2015, I had the privilege of working with Designed by Woulfe as the sole designer to develop their brand identity. I crafted a refined and timeless visual identity, including a logo that has become synonymous with prestige in the industry. The logo has stood the test of time, remaining fresh and impactful without losing its relevance. Additionally, I created brand guidelines, graphics for print, signage, and social media visuals to ensure consistency and elevate the studio's presence across all platforms. These elements contributed to the studio's continued success and the recognition they've received through numerous accolades for their exceptional, high-end designs.

Years: 2015-2021

Including: Brand Creation - Graphics for Print - Print Management - Social Media Visuals - Website





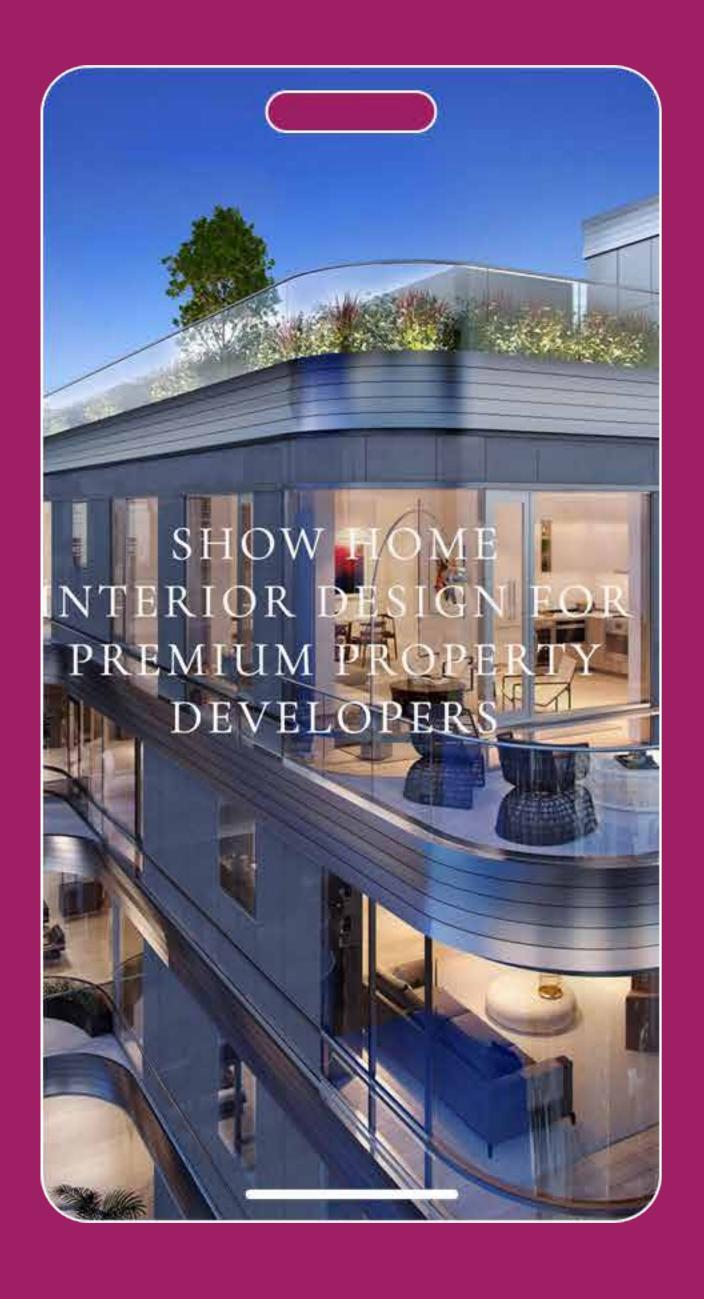


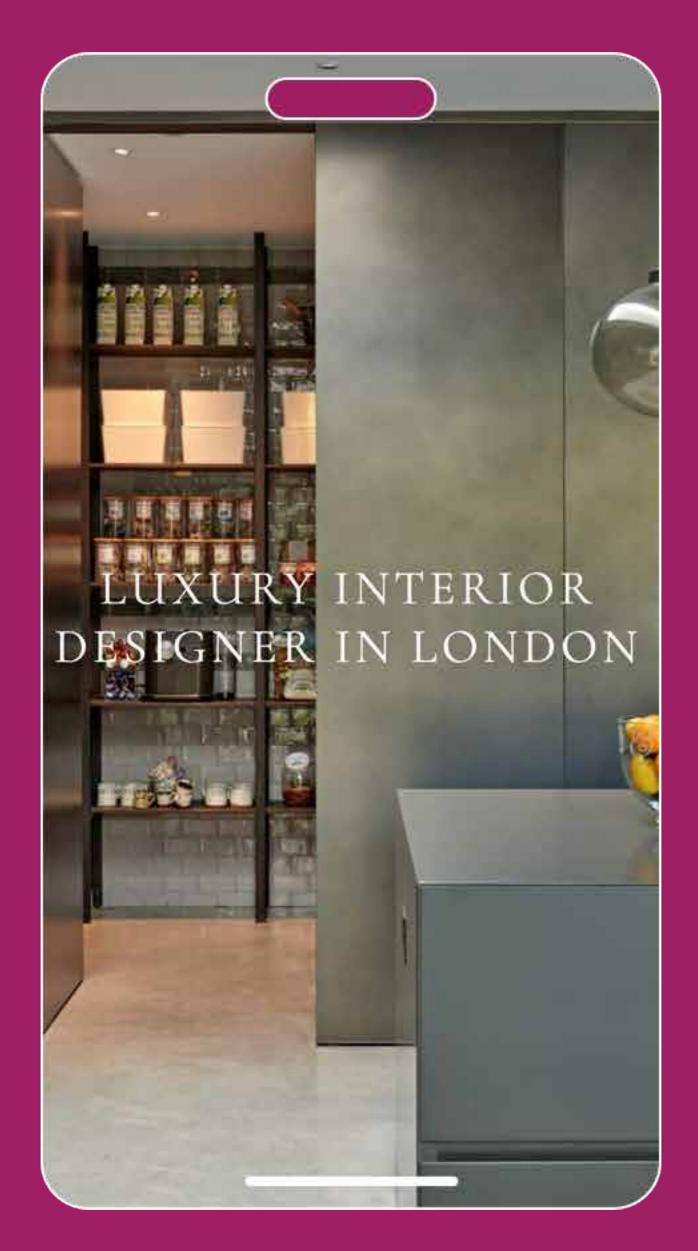


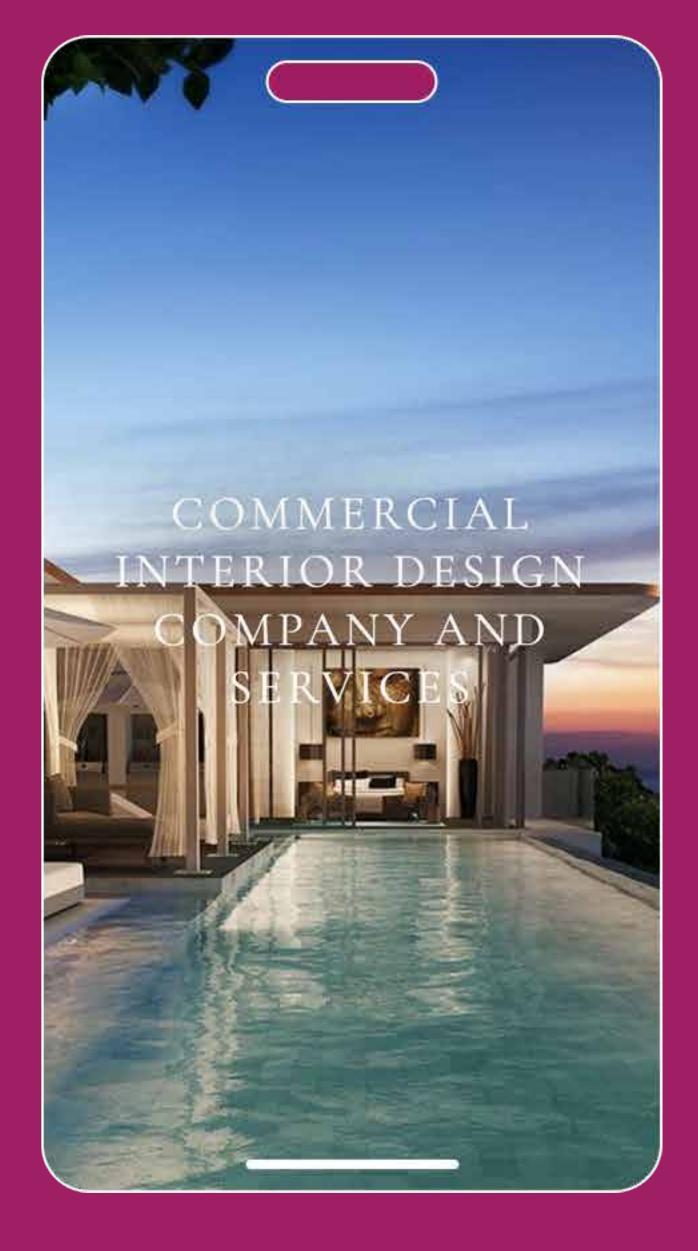














DESIGNED BY WOULFE

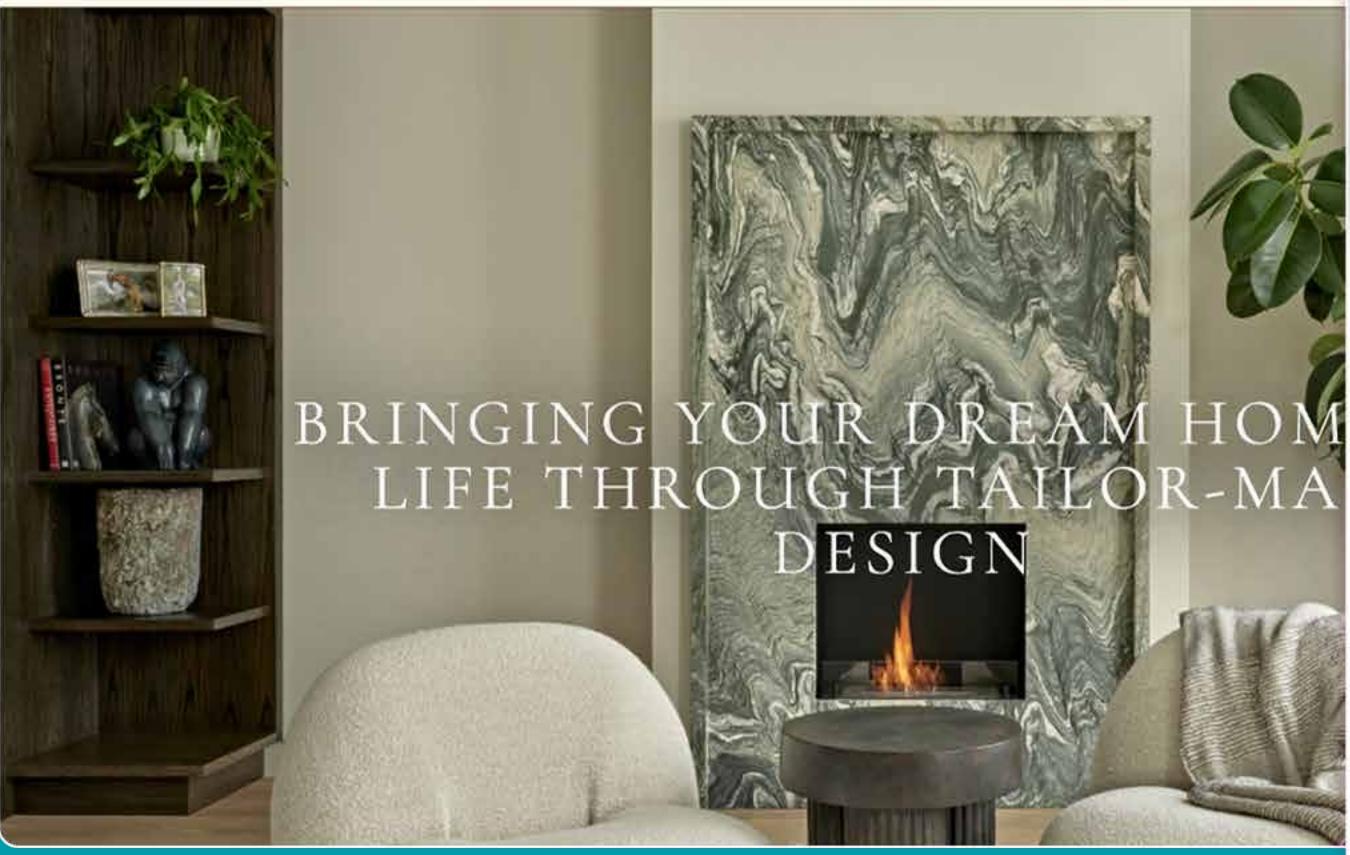
LUXURY INTERIOR DESIGN

PROPERTY PROCUREMENT

PROJECTS

PRESS & AWARDS

DESIGN JOURNAL





A Beloved Family Home

We undertook a full home renovation for this prime property in West London's Notting Hill. Our clients were an American couple residing in London with their three-year-old twin boys. With their hectic but home-oriented lifestyles, they wanted the interiors to feel like an inner-city sanctuary that was as luxurious as it was comforting while providing the perfect environment to create beautiful memories as a family and when entertaining guests. The chic white drawing room displayed a rich mixture of organic textures and materials and provided a calming inner-city oasis with plenty of living botanicals.











Neque porro quisquam est qui dolorem

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Quisquam est qui dolor House Tour

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See More



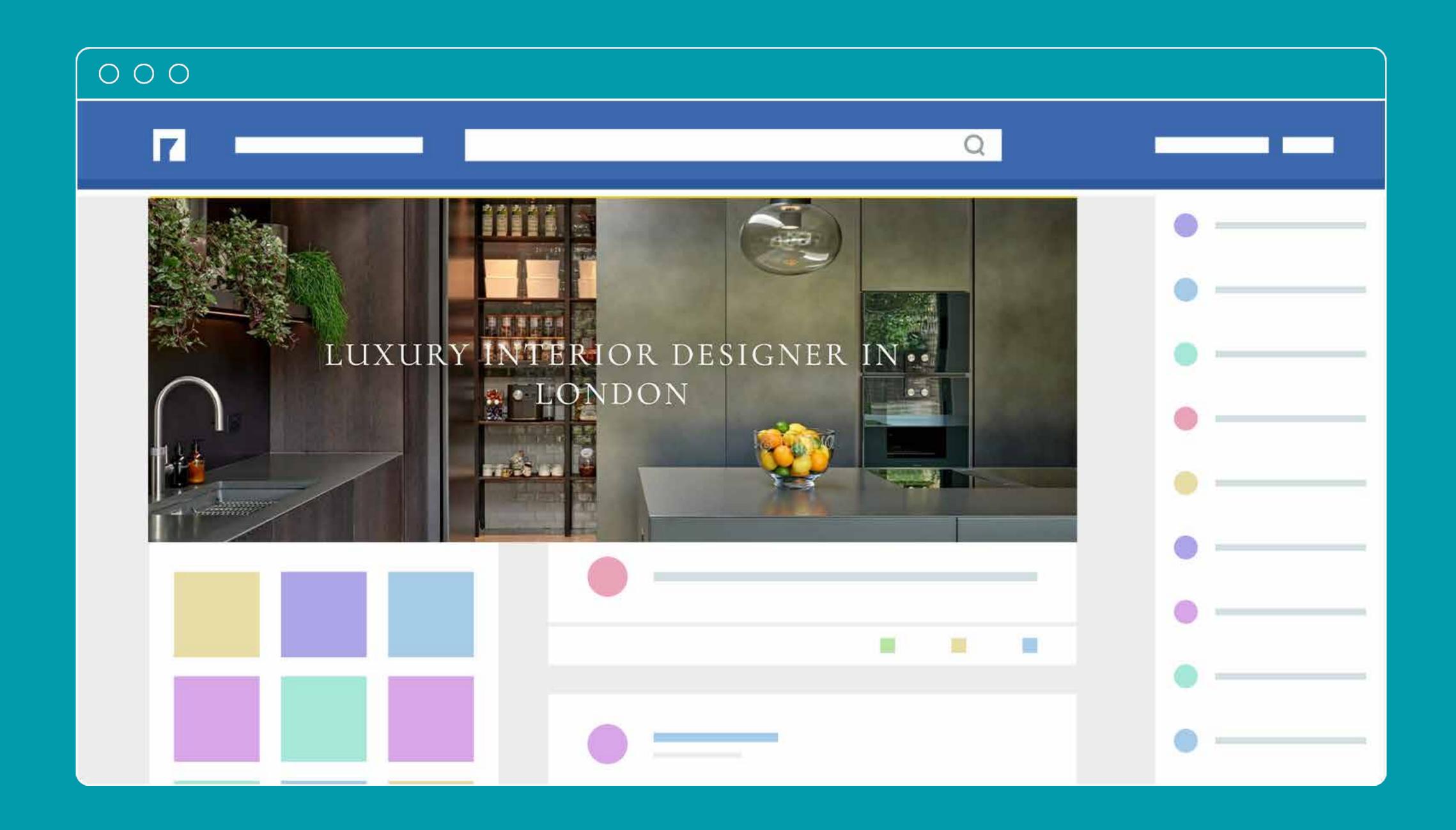


Hotel Tour est qu dolorem

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See More

DESIGNEDBYWOULFE INTERIOR ARCHITECTURE & DESIGN





DESIGNED BY WOULFE

First Floor, Telecom House 125-135 Preston Road Brighton BN16AF United Kingdom

t: +44 (0) 203957 986 e: info@designedbywoulfe.com

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designedbywoulfe.com



BRIAN WOUILFE

Managing Director

- m: +44 (0) 7482 825 662 t: +44 (0) 20 3957 9863 et brion@designedbywoulfe.com

71-75 Shelton Street, Covent Gurden London, WC2H 9jQ, United Kingdom

dbw_interiors designedbywoulfe.com

AskMen *Men's Lifestyle*

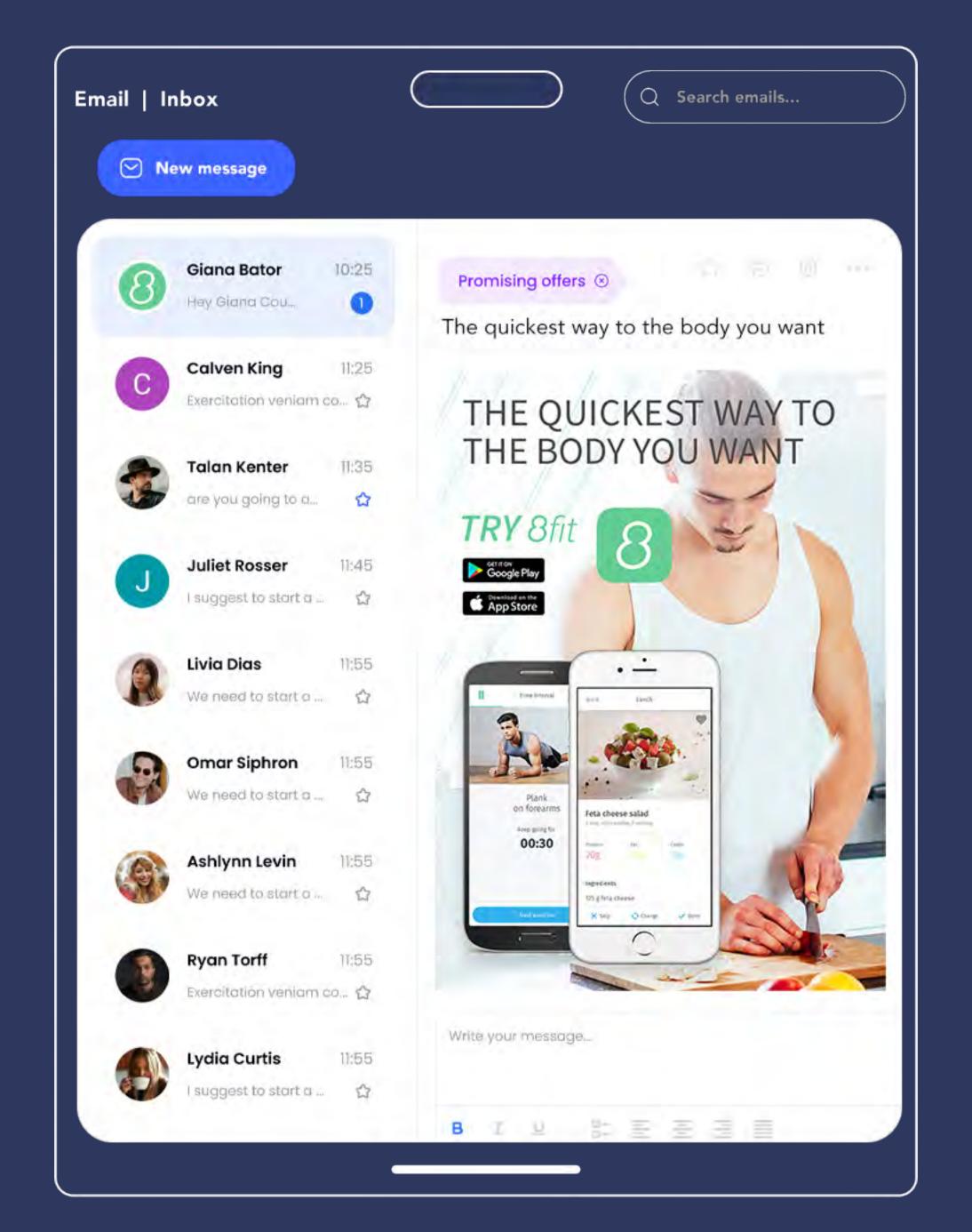
AskMen is an online, free-to-view magazine that focuses on men's health, lifestyle, and entertainment. As the Interactive Designer for BrandFusion Studios, the in-house advertising team of AskMen from 2015 to 2017, I played a key role in integrating branded campaigns within the AskMen website, collaborating with a variety of brands to enhance the site's content and reach.

I led the design for branded content, including conceptual design and UI layout. Working closely with video teams and product, commerce, and editorial departments, I developed native content that resonated with readers, creating responsive designs for dedicated content hubs. Additionally, I was responsible for the design, development and analytics of rich media native ads, which played a crucial role in the website's monetisation efforts. My work spanned across design, animation, art direction, frontend development, and photo editing, contributing to the success of branded content on the platform.

Years: 2015-2017

Including: Advert Design - Animation - Art Direction - Analytics - Front End Development - Logo Design - Photo Editing - Website























Celebrating The History of Running & ASICS, The People Who Are Defining Fitness Today & How ASICS Outfits Them, and How To Be As Healthy As You Can and How ASICS is Helping It Become A Reality



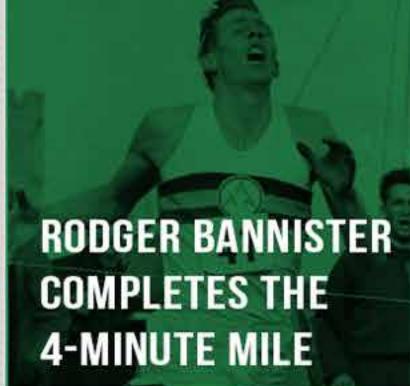
IT'S A BIG WORLD. GO RUN IT. @asics



1936

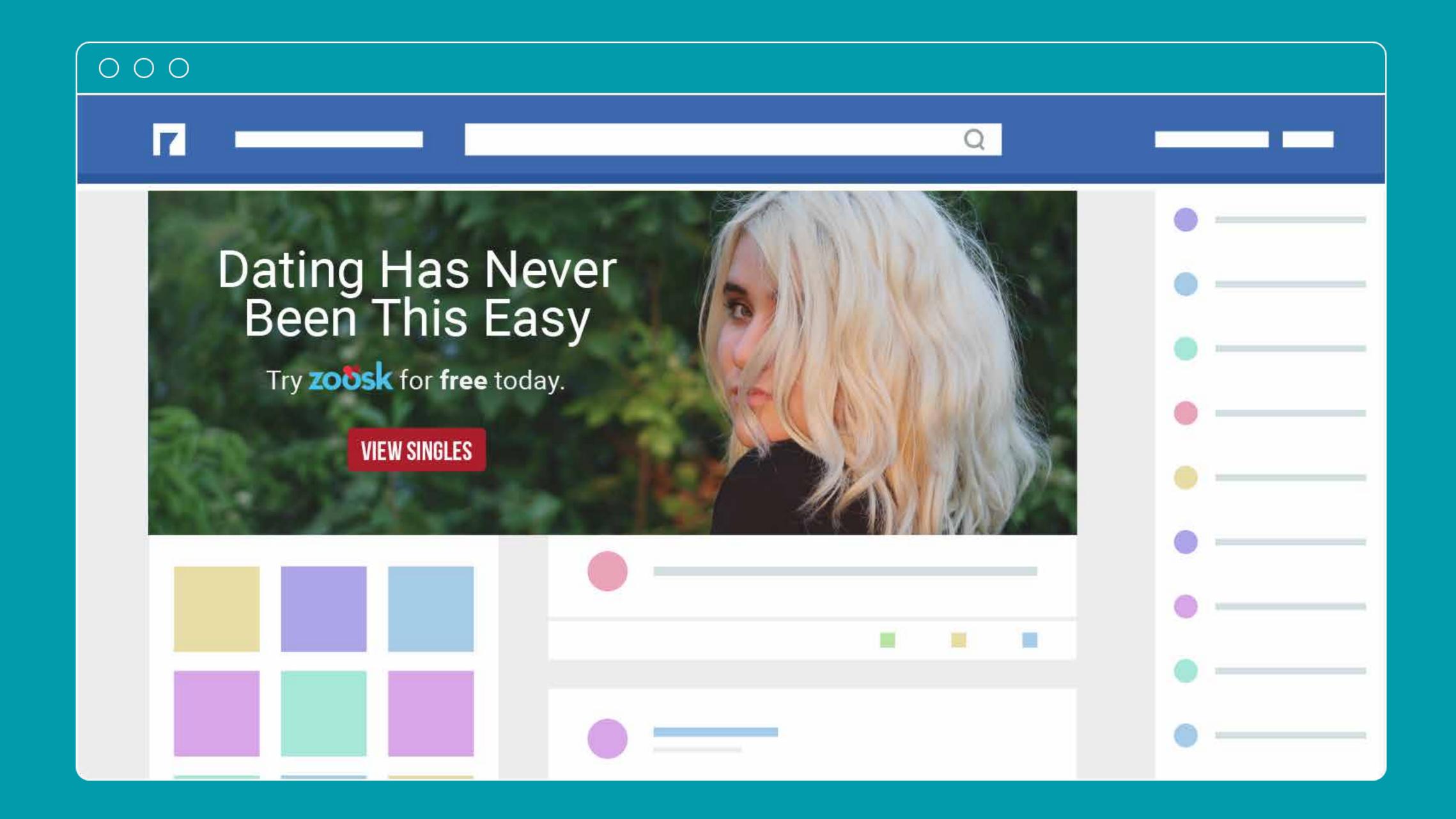
1949

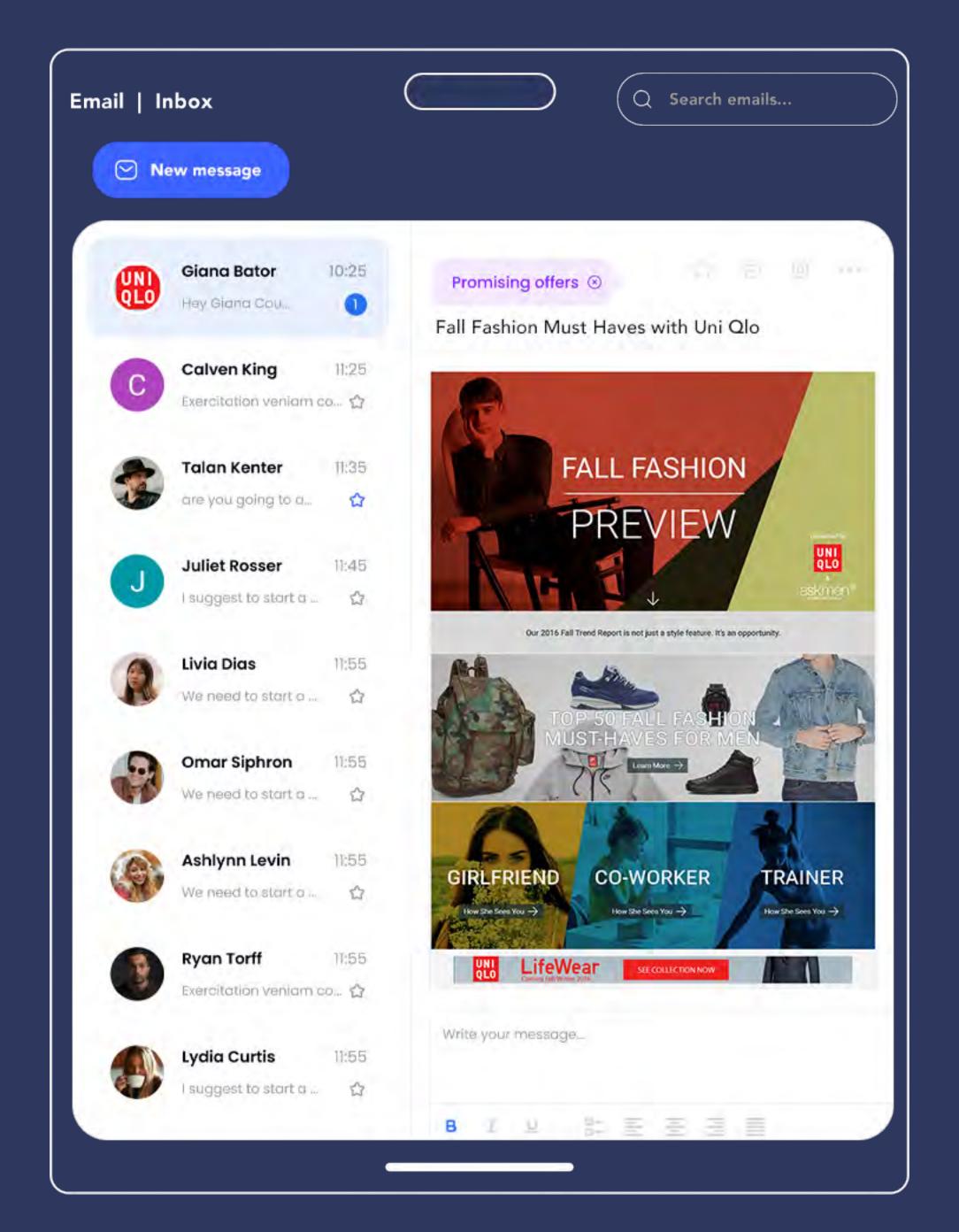




1954









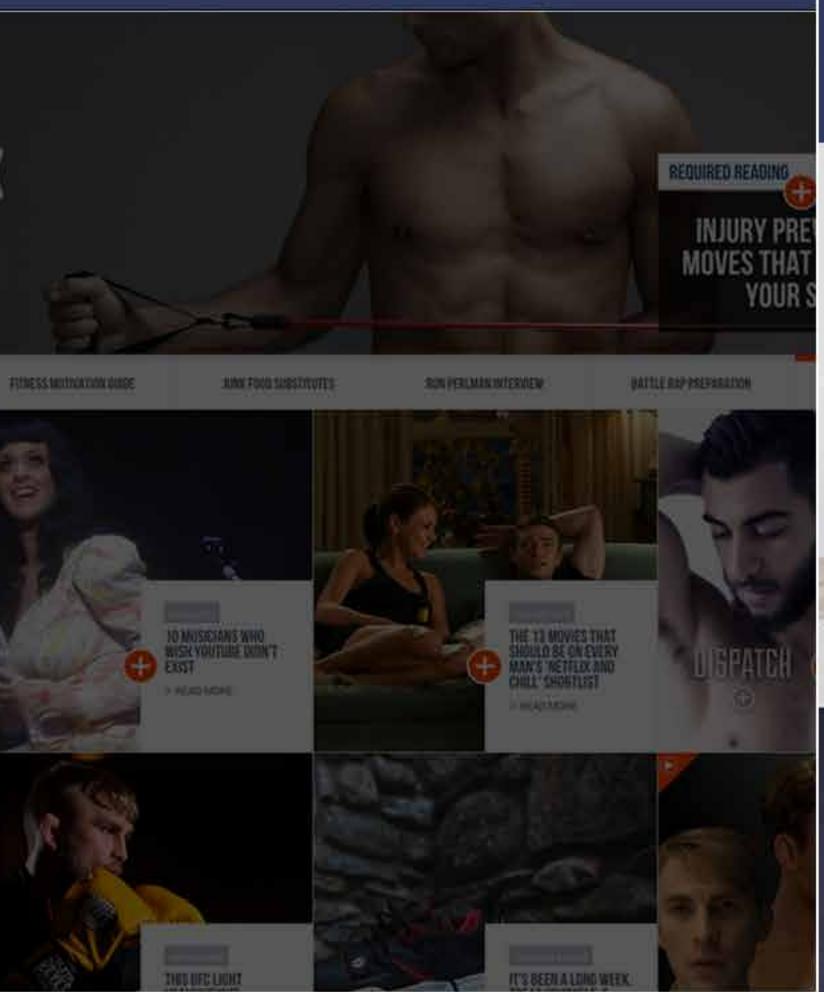








216" SKINNY FIT

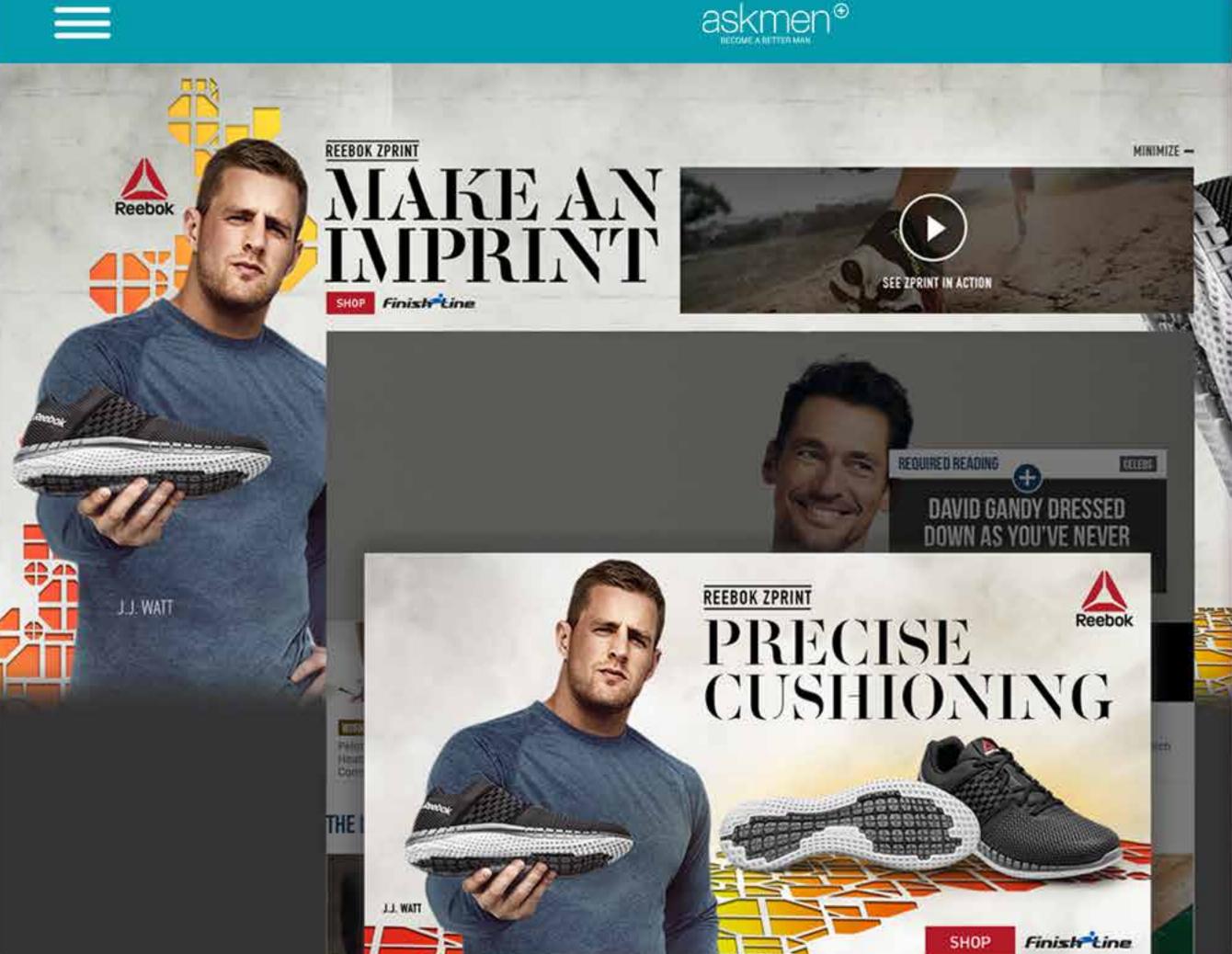






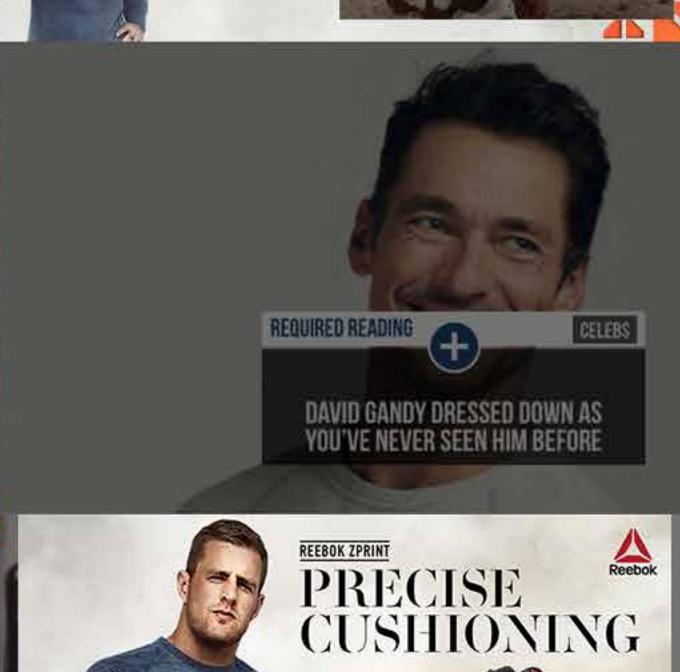
THE CORE 100 HACKS, TIPS & SKILLS YOU NEED TO WIN THE FALL

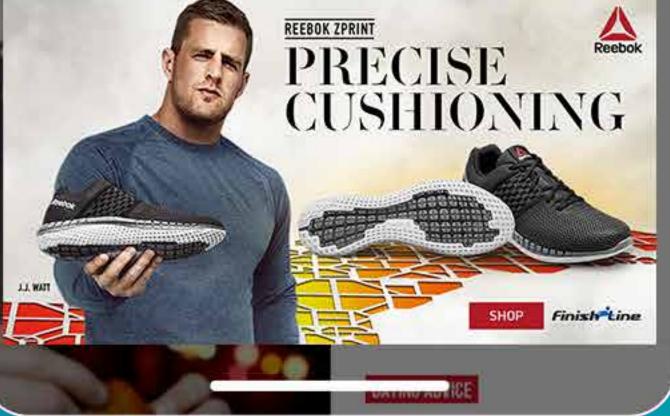












The Design Factor Integrated Design

The Design Factor is a renowned multidisciplinary design studio in Belfast, celebrated for its innovative approach to product, graphic, and 3D design. I spent 6 years at the studio, leading design projects for interactive multimedia, websites, environmental product solutions, food packaging, and interfaces for healthcare and security.

I played a key role in managing projects end-to-end, from client meetings and concept development to production and final delivery. My contributions extended to brand creation, front-end development, packaging, and print management, ensuring cohesive visual identities. A hands-on approach and strong communication skills helped me deliver exceptional results and foster lasting client relationships.

Years: 2009-2015

Including: Brand Creation - Front End Development - Graphics for Print - Multimedia - Packaging - Print Management - Website

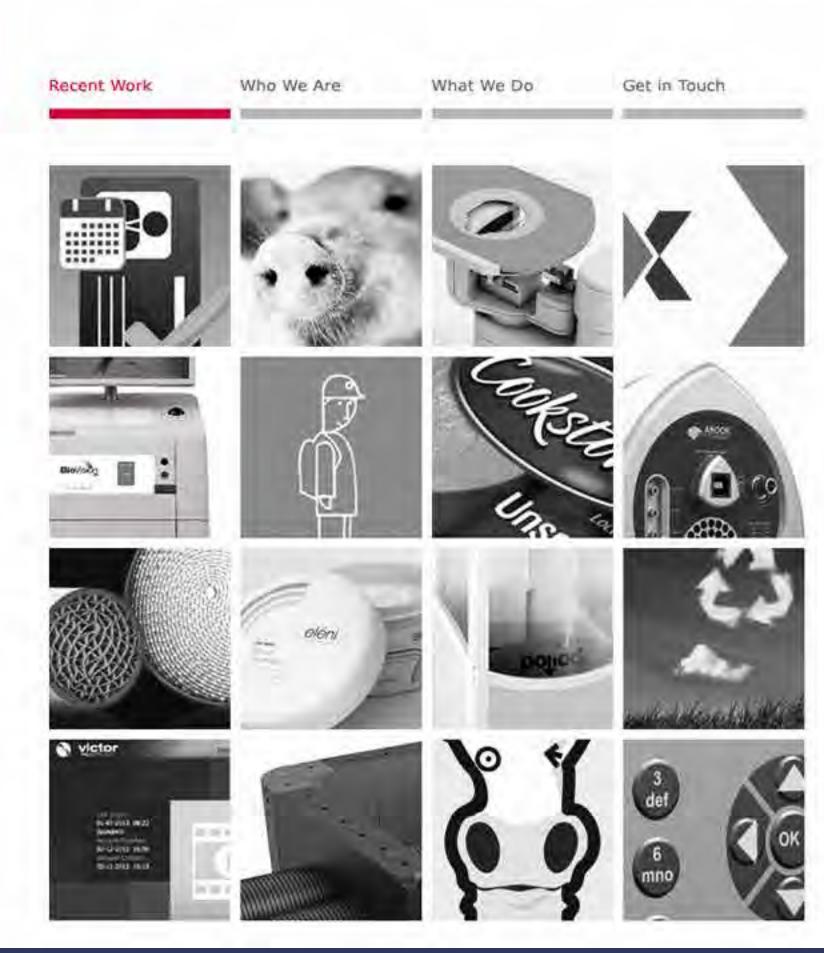
The Design Factor

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The Design Factor

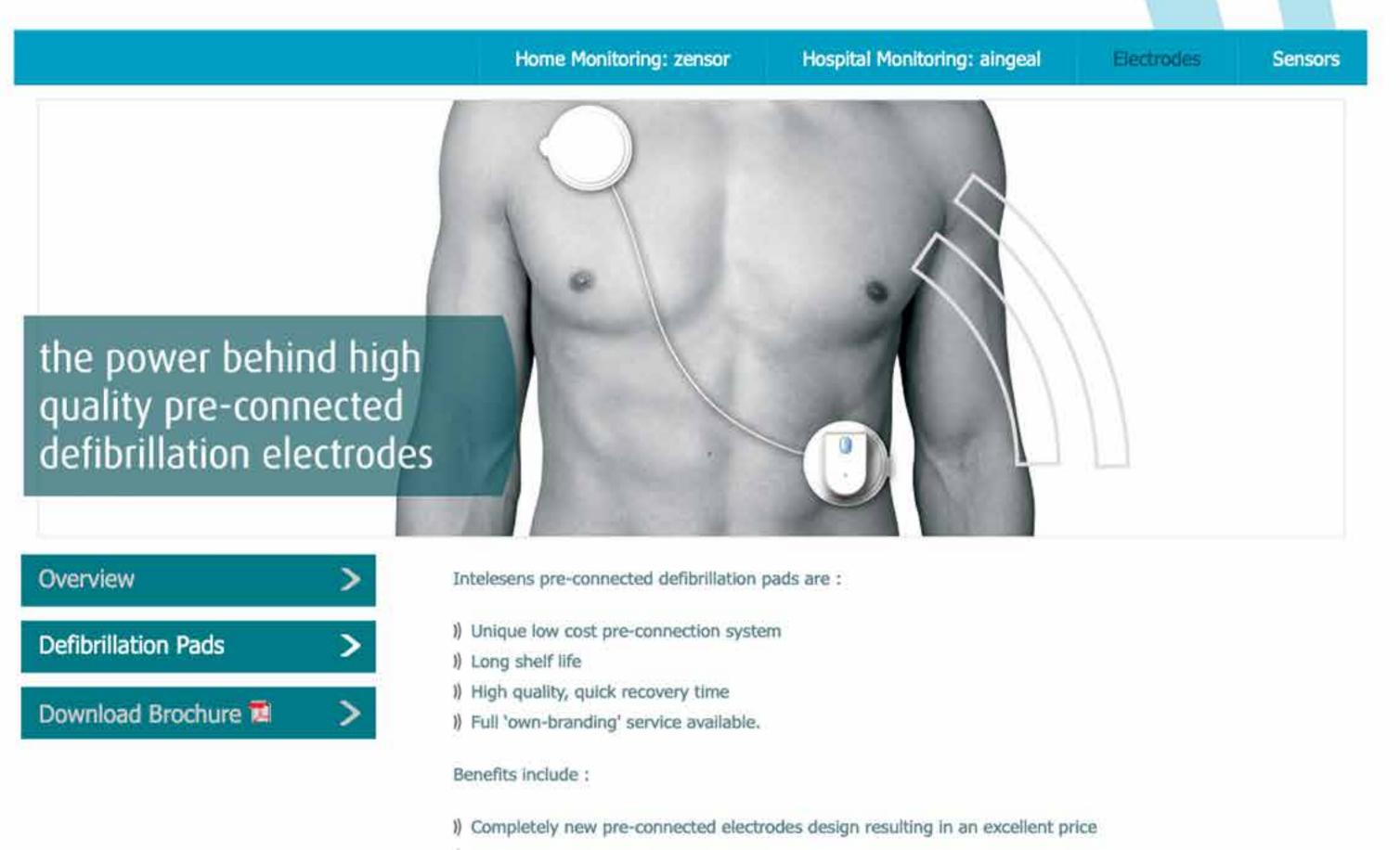
- Integrated Design
- Product
- Graphic
- Web
- Software
- 3D Visualisation

Join the Team





1) Home 1) About Us 1) News 1) Publications 1) Careers 1) Contact







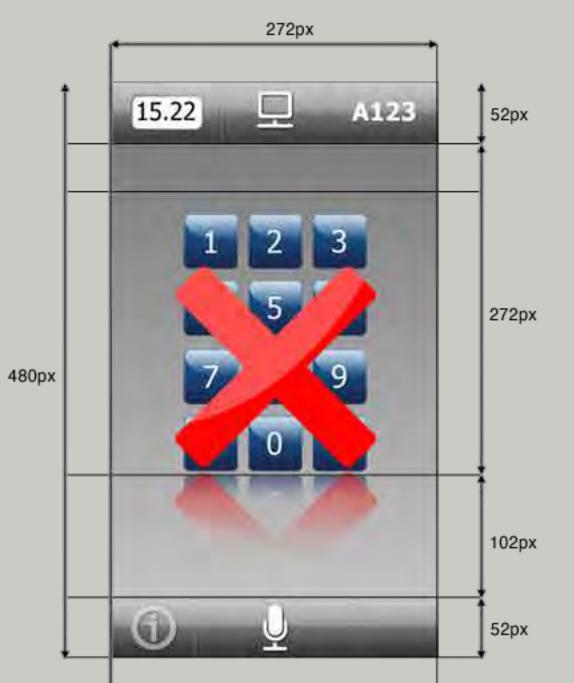












Time Text Style

Font: Tahoma Regular

Size: 30px

Colour: Black #000000 or RGB 0, 0, 0

15.22

Information Popup Text Styles

Font: Tahoma Regular Title Size: 18px Paragraph Size: 12px

Colour: Dark Grey #333333 or RGB 51, 51, 51

Wrong PIN Entered!

Please contact the guard by the call button if you need assistance

Server Text Styles

Font: Tahoma Bold

Size: 30px

Colour: Black #000000 or RGB 0, 0, 0

A123

Screen Error Text Styles

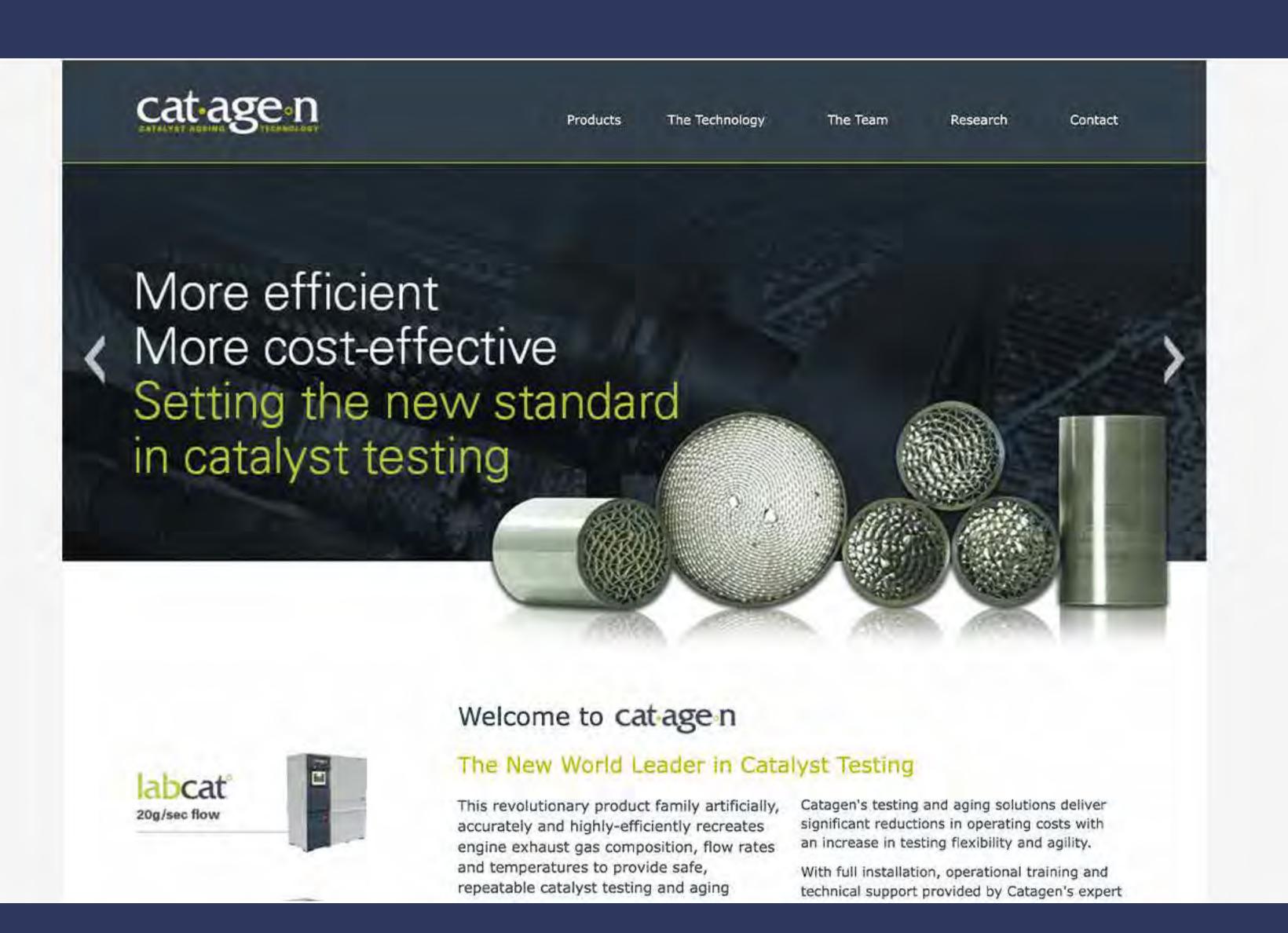
Font: Tahoma Regular Font Size: 26px

Colour: Dark Grey #333333 or RGB 51, 51, 51

Lost / Stolen

Not in System





Clinical Products and Solutions



Digital Surgical Specimen Radiography System

BioVision by Faxitron®

Improve the standard of care for patients undergoing surgical excision or biopsy procedures with BioVision, the intraoperative breast specimen imaging system designed to provide immediate verification of excised breast tissue margins.



BioVision Features

Best-In-Class Image Quality

BioVision's proprietary image processing software includes peripheral equalization and calcification enhancement, resulting in superior diagnostic images. Magnification levels of BioVision can facilitate up to 20 lp/mm resolution images.

Innovative CMOS Technology

The proprietary detector in the BioVision system delivers superior resolution to mammography systems, and was designed to accommodate large specimens.

Automated, Accurate Image Measurements

Automatic Exposure Control (AEC) optimizes image quality and automatic position detection provides geometric magnification and accurate measurements at any specimen level.

Reliable and Simple Data Transfer

The BioVision system can send multiple annotated images to PACS at the touch of a button.

Infection Control

A single continuous keyboard surface enables easy cleaning and disinfection.

Customized X-Ray Tube

A molybdenum target allows for imaging of breasts with greater density.

Easy to Use

No additional training or specialized x-ray requirements are needed to operate BioVision. The system plugs into any standard A/C outlet or can operate stand-alone for more than 3 hours on battery backup.

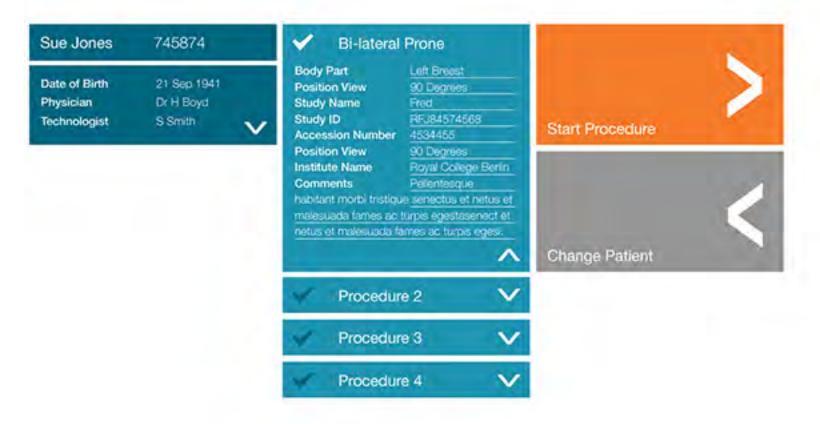
Ergonomic Design

The minimal footprint and elegant form of the BioVision system was designed to optimize mobility and minimize intrusion in your OR.



faxitron Today's Patient List





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About Us Our Policies News Co

the new name for Applied Scintillation Technologies

flexibility to deliver clever and custom scintillation components



put brighter scintillation at the core of your system

Markets	Capabilities	Technologies	Applications
 Medical & Dental 	 Caesium Iodide 	• X-ray	• Imaging
Photonics	• Phosphor	• Neutrons	 Detection
• NDT	Lithium	 Infrared & Ultra-Violet 	 Inspection
 Security 	 Custom Components 	 Alpha, Beta & Gamma 	 Instrumentation

say hello! at Laser World of Photonics \

Belfast Who?

Originally from Belfast and now calling Montréal home for nearly a decade, my design journey blends these two cultures, merging Belfast's resilience and storytelling heritage with Montréal's vibrant, diverse creative scene. This fusion inspires thoughtful, culturally aware, and visually engaging designs that resonate on multiple levels.

I hold a BSc Honours in Interactive Multimedia Design from Ulster University and have worked across fields including Lifestyle, Architecture, Healthcare, Security, Finance, Politics, and Nicotine and Vaping products—in both French and English. Known for blending imagination with practical, innovative solutions, I bring a distinctive, consistent touch to each project.

With expertise spanning print, digital design, social media content, web development, and copywriting, I adapt to any medium with ease. As a communicator, I foster a collaborative environment where people feel heard and valued, laying the foundation for strong relationships and smooth project execution.

I approach everything with a positive attitude, which fuels my creative problem-solving and resilience, especially during challenges. My positivity is contagious, creating a motivating environment that encourages collaboration and brings out the best in everyone.

What They Say?

"Daniel is an absolute pleasure to work with. Not only is his aesthetic second to none, he is astidious and always ready to learn and expand his skill set."

"Daniel showed great programming skills, matched with an excellent eye for design. He is innovative, hardworking and eager to learn. Daniel is an excellent communicator, dealing with clients directly on a daily basis. On a personal note, he was also a great workmate, being honest, cheerful and very positive."

"Daniel is creative, dynamic and organised. He is passionate and his positivity is really contagious."

"It was fun seeing ideas come to life with Daniel's vision, aesthetics and graphic design expertise which he applied across traditional and digital channels. Daniel has showed great expertise in design, and an ability to quickly grasp briefs and think of creative ways to solve different design challenges."

"Daniel demonstrated commitment and creativity across a variety of complex briefs, working independently and as part of a wider team seamlessly. I would recommend him to any future employer looking for solid design and creative delivery within the traditional and digital space."

See more at belfastdan.com/about.html

Thank you!

If my work and profile resonate with you, feel free to reach out via LinkedIn or through my website.