

DANIEL DALONZO
EXPERIENCE DESIGNER

908-801-0005 | daniel.dalonzo@gmail.com | www.danieldalonzo.com

Service Designer, Financial Services Agency

- CEO contracted me to build a unique menu of marketing and design bundles to be sold to the national market of Registered Investment Advisors (RIA)

Product Designer, Alternative Investment Asset Manager

- Built a distribution platform to streamline the due diligence process while providing financial advisors an all-in-one marketing and sales web platform to build and grow their advisories

Service Designer, Agency Association

- Responsible for designing new services to offer member agencies. Pitched a three-tiered white-glove email marketing services in-person converting 12 of 32 agency CEOs

Management Consultant, Venture-Backed E-Commerce Startup

- Provided turnaround services to the agency to administer with the startup with my support

Mobile Application, Youth Entrepreneurship Program

- CEO provided his vision and contracted me to design ten screens he would use to pitch investors for funding to develop the application

Digital Transformation, Estate and Retirement Planning

- CEO contracted me to provide organizational improvements, launch a lean website he could consistently grow overtime as he learned what content/features to add,

Visual Design, Medical Center

- Medical doctor contracted me to turn his vision for an online patient learning center into a tangible platform for his patients. Brought his vision into an outline, drafted userflows, sketched wireframes, digitally designed high-fidelity pages using Sketch, and handed-off to the doctor

Design Lead, Workforce Development Startup

- Responsible for designing a web application to connect job seekers from the skilled trades with employment opportunities

Full-Stack Design, Lawyer Marketing Agency

- Responsible for design, development, server, and DNS management. Eventually, I hired an intern to train him into a full-time employee. Within 90 days, I delegated a majority of development and DNS management to him as I produced an 80% reduction in the resources required to design and develop higher quality client projects

Management Consultant, Eyewear Manufacturer

- Developed marketing dept from the ground-up for the company to begin direct retail distribution

Media Producer, Policy Advocacy Firm

- Produced videos, designed websites, installed marketing infrastructure, & handed-off with training

Videography, Rutgers University

- Contracted by the Eagleton Program on Immigration and Democracy to produce a fundraising video of the tri-campus initiative, Citizenship Rutgers

- Videography, Rutgers University** **2010**
- Contracted by the School of Social Work to produce a 20-minute ethnographic video project analyzing the Summer Housing & Internship Program (SHIP) which provides support to youth who are aging out of the foster-care system

TEACHING

- Rutgers University, New Brunswick, NJ** **2012**
- Instructor, Introduction to Entrepreneurship
- Rutgers University, New Brunswick, NJ** **2012**
- Instructor, Marketing Consulting for Small Business
- Rutgers University, New Brunswick, NJ** **2011**
- Instructor, New Media Composition: Sustainable Cities
- Rutgers University, New Brunswick, NJ** **2010**
- Instructor, Digital Media Lab
- Rutgers University, New Brunswick, NJ** **2010**
- Instructor, Information Design for Web Journalists
- Rutgers University, New Brunswick, NJ** **2010**
- Civic Engagement with Service Projects

PRESENTATIONS

- [Cultivating Community and Impact in Princeton](#)** **2015**
- Published by Philadelphia reporter, Kristen Gillette of the social impact publication, Generocity
- Annie E. Casey Foundation Kids Count Summit, Denver, Colorado** **2013**
- Presented two workshops: “Strengthening Public Policy Reform with New Media Projects”, and “Influencing Change with Online Content”
- School of Arts and Sciences Honors College, Rutgers University** **2012**
- Presented the 18-month acceleration process of how I transformed my Rutgers Diploma into a business that generated over \$150,000
- Department of Human Ecology, Rutgers University** **2012**
- Presented two-part workshop of case studies, internet marketing methodologies, and hands-on application working one-on-one with student groups building marketing campaigns for 350.org

New Jersey Writer's Alliance (NJWA), New Jersey **2010**

- Presented the incubation process of following my idea as it evolved into a revenue generating enterprise laying the foundation for my career

Hub City Revival Documentary Screening, Tumulty's, New Brunswick, NJ **2010**

- Public screening with 100+ in attendance to watch my 60-minute documentary

City College of New York (CCNY), New York **2010**

- Shared my personal story with undergraduates to provide relevant insights on building a meaningful career starting right now, not later

SERVICE EXPERIENCE

Techstars, Curator **2015-2018**

- Social Enterprise Startup Digest Curator for approx 10,000 global subscribers

IDEO, Global Design Coach **2017**

- Provided an immersive, hands-on learning experience as one of the five global design coaches for the IDEO Design Challenge to Reimagine Higher Education

WeWork, Friend **2017**

- Design experiential community events such as *Thin Red Thread*, *Founder's Way*, and *Side Project Sundays* because it feels natural to sew myself into the cultural fabric of the community

Public-Private Partnership, Kellogg School of Management at Northwestern University **2017**

- Mentor MBA team from INSEAD Graduate School of Business competing against their peers for the Morgan Stanley Sustainable Investing Institute Challenge

Mobile Application Designer, Wolfpack **2015**

- Bring relief to domestic violence by preventing it

Principal Designer, Action Horizon Institute **2015**

- Postsecondary education program

Founding Organizer, Cooperative Impact **2015**

- Coached speakers for three weeks to support their presentation development and overall readiness for New Jersey's first-ever social innovation conference

Videographer, Hub City Revival, New Brunswick, NJ **2010**

- 60-minute documentary of an all ages art and music event travelling from New Brunswick to Jersey City to Newark

Videographer, Haiti Relief Benefit, New Brunswick, NJ **2010**

- 4-minute video of benefit hosted to generate funding through the sale of artist's original work

Videographer, Middlesex County Board of Education, NJ **2010**

- Filmed monthly board of education meetings to provide footage to parents unable to attend

Host, ArtHouse, New Brunswick, NJ **2009**

- Local artists and musicians transformed my home into an art gallery and music show

Videographer, City Council, New Brunswick, NJ **2009**

- Published videos of the bi-weekly city council meetings on hyperlocal newspaper

Videographer, Ward Campaign, New Brunswick, NJ **2009**

- 11-minute documentary about local activists working to change the form of government from an at-large city council to a ward-based council

EDUCATION

Rutgers University - Bachelor in Sociology

2009 Graduation