



# DANIEL COHOES | SENIOR DESIGNER

*Transforming complex ideas into compelling stories through design, motion, & digital experiences.*

Multidisciplinary Senior Designer with expertise across marketing communications, motion graphics, digital experiences, print design, 3D visualization, and storytelling. Skilled at translating complex ideas into clean, compelling design systems that elevate brand identity and engage audiences. Experienced collaborating across creative, engineering, marketing, and executive teams to deliver polished, high-impact content that blends strategic thinking with technical precision. Proven track record of improving engagement, workflow efficiency, and brand consistency through strategic design and content development.

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## CORE SKILLS

### Design & Creative

Visual Storytelling | Brand Systems | Motion Design | Video Production | Presentation Design | Storyboarding

### 3D & Visualization

3D Modeling | Rendering | Animation | Product Visualization | Technical Visualization

### Digital Experience & Web

User Interface Design | User Experience Design | Figma Prototyping | Website Management

### Collaboration & Leadership

Creative Direction | Cross-Functional Collaboration | Stakeholder Engagement | Project Coordination | Client Presentations

### Strategy & Communication

Marketing Communications | Brand Development | Content Strategy | Business Development Support

## TOOLS & TECHNOLOGY

### Design & Creative Software

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)

Figma | Cinema 4D | KeyShot | SolidWorks | AutoCAD | Canva | Sketch | Lottiefiles

### 3D & Visualization

3D Modeling | Rendering | Motion Design | Visualization Systems | Product Animation

### AI & Creative Technologies

Adobe Firefly | Runway | Midjourney | Google Veo | ElevenLabs | Claude | ChatGPT | Nano Banana

### Collaboration & Workflow

Miro | Asana | Adobe Workfront | Slack | Microsoft Teams

### Social Media & Content Platforms

Instagram | LinkedIn | YouTube | TikTok

### Productivity Tools & Digital Asset Management (D.A.M.)

Microsoft Office (PowerPoint, Word, Excel) | Box | SharePoint | OneDrive | Google Drive

### Content Management Systems (CMS)

WordPress | Drupal | Wix | Adobe Experience Manager (AEM)

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## WORK EXPERIENCE

### March 2022 - Current

#### SkyView Partners | Wayzata, MN

#### Senior Designer / CTO

Conducted creative strategy and visual communication for a suite of financial and technology platforms, integrating user-centered design with scalable security and compliance initiatives while supporting client opportunity management, pipeline visibility, and business development efforts through Salesforce. Guided end-to-end UX/UI design, visual systems, and brand standards while managing technology infrastructure and digital transformation projects. Played a dual role bridging creative leadership and technical strategy, driving measurable improvements in user engagement, workflow efficiency, and platform usability.

- Developed client-specific SkyView One (SV1) prototypes in Figma, incorporating prospective clients' branding, logos, and design standards to create personalized product demonstrations that supported sales presentations, pipeline opportunities, and stakeholder engagement.
- Produced promotional videos, product demonstrations, and motion graphics for the SkyView One (SV1) platform, translating complex financial and technology solutions into engaging visual stories that supported client education, adoption, and business development efforts.
- Managed client opportunities and pipeline activities within Salesforce while partnering across creative, technology, and business teams to align priorities, improve visibility, and accelerate project delivery timelines by 30%.
- Produced motion graphics, podcast content, and presentation-ready visual assets for client communications, marketing initiatives, and executive storytelling across digital channels.

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## WORK EXPERIENCE (cont.)

**June 2014 - March 2022**

**Turck | Plymouth, MN**

**Senior Graphic Designer / 3D Animator**

Led creative initiatives for a global industrial automation manufacturer, producing videos, motion graphics, 3D visualizations, product photography, and marketing communications that translated complex engineering concepts into compelling content for customers, distributors, sales teams, and global markets. Collaborated closely with engineering, product management, and marketing teams to support product launches, customer education, sales enablement, and brand development initiatives.

- Produced marketing, corporate, and educational videos from concept through final delivery, including scripting, storyboarding, filming, editing, motion graphics, voiceover integration, and post-production for product launches, training initiatives, and customer engagement campaigns.
- Created photo and video content for product launches, customer success stories, training materials, trade shows, and digital marketing campaigns, helping communicate complex automation solutions to diverse audiences.
- Delivered 300+ 3D models, renderings, animations, and product visualizations used in sales presentations, trade shows, customer demonstrations, and technical training worldwide.
- Partnered with engineers, product managers, and marketing teams to transform complex technical information into engaging videos, animations, technical illustrations, and customer-facing content.
- Authored marketing collateral, brochures, catalogs, trade show graphics, and digital assets that supported product launches and contributed to increased customer engagement and lead generation.
- Developed and maintained reusable 3D libraries, design templates, and visual assets, reducing production time and improving creative consistency across departments.
- Designed customer-facing landing pages and product visuals that streamlined communication and reduced time-to-quote processes by 25%.
- Maintained brand consistency across global marketing initiatives while adapting content and visuals for international and regional markets.
- Mentored junior designers and interns on visual storytelling, video production, motion graphics, animation workflows, and creative best practices.

**October 2012 - November 2013**

**Vein Care Centers | Minneapolis, MN**

**Graphic Designer**

Supported marketing, website management, and digital communications for a healthcare practice focused on patient education and community outreach. Developed content and campaigns across web, social media, advertising, and print channels to increase visibility, patient engagement, and consultation requests.

- Managed website content, updates, and usability improvements, reducing bounce rates by 20% and improving accessibility for patients.
- Developed social media content and campaigns that increased audience engagement by 35% and strengthened community outreach.
- Created integrated marketing campaigns including billboards, bus wraps, print advertising, website content, and digital promotions that increased local brand awareness by 40%.
- Produced patient education materials, brochures, flyers, and in-office communications that contributed to a 25% increase in consultation requests.
- Collaborated with physicians and staff to translate complex medical information into patient-friendly content for web, social, and print channels.
- Maintained brand consistency across marketing initiatives while delivering projects on schedule and supporting patient acquisition efforts.

**December 2013 - December 2018**

**Castlewood Golf Course | Forest Lake, MN**

**Graphic Designer/Social Media (Seasonal)**

Directed the creative, digital marketing, and online presence for a public golf course, managing website content, social media strategy, event promotion, photography, and branded communications. Focused on increasing member engagement, improving event visibility, and driving participation through integrated digital and print marketing campaigns.

- Initiated promotional and digital campaigns that increased event participation by 30% and boosted membership inquiries by 20%.
- Managed and expanded social media presence, resulting in a 45% increase in engagement and a growing digital audience.
- Redesigned and maintained the course website, improving usability and increasing average visit duration by 25%.
- Captured and edited photography that elevated the brand's seasonal campaigns across print and digital channels.
- Coordinated event promotions through integrated digital and print media, achieving consistent messaging and visual alignment.

## EDUCATION

**Saint Paul College — Visual Communications**

Dean's List | Phi Theta Kappa

This program developed advanced skills in graphic design, digital imaging, typography, visual layout, and motion graphics. Emphasis was placed on storytelling, branding, and interactive media, preparing graduates to create compelling design systems across print, web, and 3D environments.

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