



DANIEL COHOES | SENIOR DESIGNER

Blending creativity and technology to tell stories through design, motion, and 3D.

Multidisciplinary Senior Designer with expertise in motion graphics, visual communication, 3D design, and UI/UX design across print, digital, and interactive channels. Proven success translating complex concepts into brand-aligned visuals that improve engagement, support business goals, and enhance user experience. Strong cross-functional collaborator with advanced proficiency in Adobe Creative Suite, Figma, SolidWorks, and KeyShot, plus hands-on experience with AI-powered tools including ChatGPT, Midjourney, Runway, Adobe Firefly, and Canva AI. Recognized for improving workflow efficiency, usability, and brand consistency in fast-paced environments.

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CORE SKILLS

Design & Creative — Visual Storytelling | Brand Systems | Motion Design | Presentation Design | Concept Development | Storyboarding

3D & Visualization — 3D Modeling | Rendering | Animation | Product Visualization | Simulation Design

UI/UX & Prototyping — User Interface Design | User Experience Design | Visual Prototyping | Usability Testing

Collaboration & Leadership — Creative Direction | Cross-Functional Collaboration | Design Leadership | Project Coordination | Client Engagement

Strategy & Communication — Creative Strategy | Brand Development | Process Visualization | Innovation & Design Execution

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 & Emerging Tools — Adobe Firefly | Midjourney | ChatGPT | Runway | Google Veo | Generative Design | Automation Workflows

Collaboration & Workflow — Miro | Asana | Adobe Workfront | Slack | Microsoft Teams

Digital Asset Management (D.A.M.) — Adobe Experience Manager (AEM) | Box | SharePoint | OneDrive | Google Drive

Social Media & Content Platforms — Instagram | LinkedIn | YouTube | TikTok

Productivity & Office Tools — Microsoft Office | PowerPoint | Word | Excel | Adobe Acrobat

PROFESSIONAL EXPERIENCE

SkyView Partners | Wayzata, MN

Senior Designer | March 2022 - December 2025

January 2026 - Current (Freelance)

Led creative strategy, UX/UI design, and visual communication for financial and technology platforms, translating complex requirements into user-centered digital experiences. Directed design systems, brand standards, and product experiences across web and mobile, using AI tools including ChatGPT, Adobe Firefly, and Canva AI to speed concepting, iteration, and feedback. Partnered with creative, technical, and executive teams to improve usability, engagement, and design workflow efficiency.

- Directed UX/UI design for financial web and mobile platforms, optimizing interface layouts and user flows to increase client engagement by 35%.
- Led concept-to-launch execution for digital products, refining motion-driven interactions and improving user retention by 20%.
- Improved platform usability through usability testing, high-fidelity prototyping, and data-informed design enhancements, increasing satisfaction ratings by 25%.
- Standardized brand identity and visual communication across 5+ business divisions, strengthening consistency and cross-channel storytelling.
- Implemented AI-assisted design workflows using Adobe Firefly, ChatGPT, and Canva AI, reducing iteration time by 25% and accelerating stakeholder feedback cycles.
- Created interactive data visualizations and executive presentation materials that improved stakeholder alignment and supported faster design approvals.
- Designed and maintained scalable UI components and visual patterns in Figma, improving design consistency and speeding handoff across recurring product updates.
- Produced motion graphics and presentation-ready visual assets for client communications, marketing initiatives, and executive storytelling across digital channels.

PROFESSIONAL EXPERIENCE (continued)

Turck | Plymouth, MN

Senior Graphic Designer/3D Animator | June 2014 - March 2022

Led design initiatives for global industrial automation solutions, creating high-fidelity 3D models, product renderings, animations, and visual assets that translated complex engineering concepts into clear, compelling visuals. Collaborated closely with engineering, marketing, and product management to support product launches, enhance sales presentations, and maintain a cohesive global brand identity across all customer interactions.

- Delivered over 300+ 3D models, renderings, and animations used in trade shows, product demos, and customer training worldwide.
- Partnered with engineers and marketing leads to prototype design solutions, reducing design iteration and approval cycles by 30%.
- Authored marketing collateral and trade show assets that contributed to a 15% increase in qualified leads and customer engagement.
- Developed and maintained reusable 3D libraries and asset templates, cutting design turnaround by 40% across departments.
- Innovated localized visuals for international markets while maintaining 100% brand compliance with Turck's global standards.
- Created technical illustrations, infographics, and animations for use in sales, training, and R&D documentation, improving clarity and comprehension.
- Implemented advanced visualization methods and rendering software updates that enhanced realism and streamlined cross-platform compatibility.
- Designed customer-facing landing pages and product visuals that solved time-to-quote processes by 25%.
- Collaborated with product management to visualize data and system performance, supporting faster design validation and 10% cost reduction during prototyping.
- Mentored junior designers and interns on 3D modeling workflows, animation pipelines, and visual storytelling principles.

Vein Care Centers | Minneapolis, MN

Graphic Designer | October 2012 - November 2013

Executed creative direction and digital marketing campaigns for a healthcare practice focused on patient education and community outreach. Developed cohesive visuals across advertising, web, and print channels that improved visibility and patient acquisition.

- Generated integrated marketing campaigns (billboards, bus wraps, print ads) that increased local brand awareness by 40% across the Twin Cities.
- Created brochures, flyers, and in-office materials that convinced patient understanding and contributed to a 25% rise in consultation requests.
- Managed social content strategy that generated a 35% engagement boost and measurable appointment growth.
- Refined website navigation and page layouts, reducing bounce rate by 20% and improving accessibility.
- Coordinated with physicians and staff to translate technical medical information into clear, patient-friendly visuals.
- Delivered all campaign materials on schedule, maintaining a 100% on-time delivery rate and consistent brand standards.

Castlewood Golf Course | Forest Lake, MN

Graphic Designer/Social Media (Seasonal) | December 2013 - December 2018

Directed the creative and marketing presence for a public golf course, combining brand design, event marketing, and digital content management. Focused on increasing member engagement, improving event visibility, and driving participation through cohesive print and social 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.
- Influenced marketing and community outreach that strengthened brand recognition and customer loyalty.

CERTIFICATES

Adobe — Adobe Certified Professional: Product and Experience Design with AI Using Adobe Firefly

Canva — Canva Essentials Professional Certificate

Midjourney — Midjourney: Generative AI for Creatives

ChatGPT (OpenAI) — OpenAI Certificate: AI Foundations

Runway — Runway Academy Course Completion Certificate

EDUCATION

Saint Paul College — Associated of Arts in Visual Communications

Dean's List | Phi Theta Kappa