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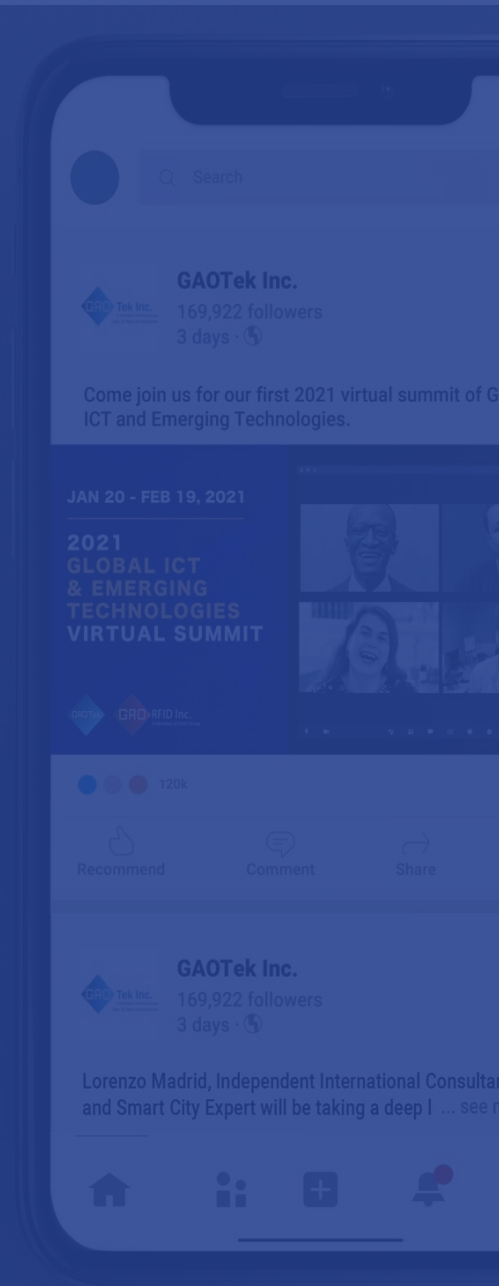
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# David Manzanet

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## Visual Designer



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## Professional Summary

Enthusiastic self-taught Graphic Designer and Illustrator, eager to contribute my creative skills and absolute knowledge of the art design process to the dynamic art industry. Proficient in diverse illustrative programs, I excel at efficiently delivering unique and visually appealing designs.

## Experience

**Visual Design Intern | GAOTek Inc. New York City, NY | Aug 2020 - Jan 2021**

- Designed graphics and iconography for the website and social media platforms.
- Conducted photo and color corrections for pre-production graphics.
- Created engaging branding videos for social media.

**Graphic Design Intern | Hudson Innovative. New York City, NY | Nov 2020 - Feb 2021**

- Developed captivating postcards and one-page brochures.
- Designed email templates and executed successful marketing campaigns.
- Produced eye-catching thumbnails for social media advertisements.

## Education

- Bachelor’s degree in Communication and Media | New Jersey Institute of Technology. Newark, NJ | Graduated: May 2021
- Associate’s degree in Liberal Studies | Union County College. Cranford, NJ | Graduated: Fall 2017

## Skills

- Expert knowledge in design and video editing software: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Paint Studio Pro, and Painter.
- Proficient in organizing and delivering various file formats.
- Team player with excellent communication skills
- Familiar with core concepts of art design.

## PUSH Past Your Limits Brand design

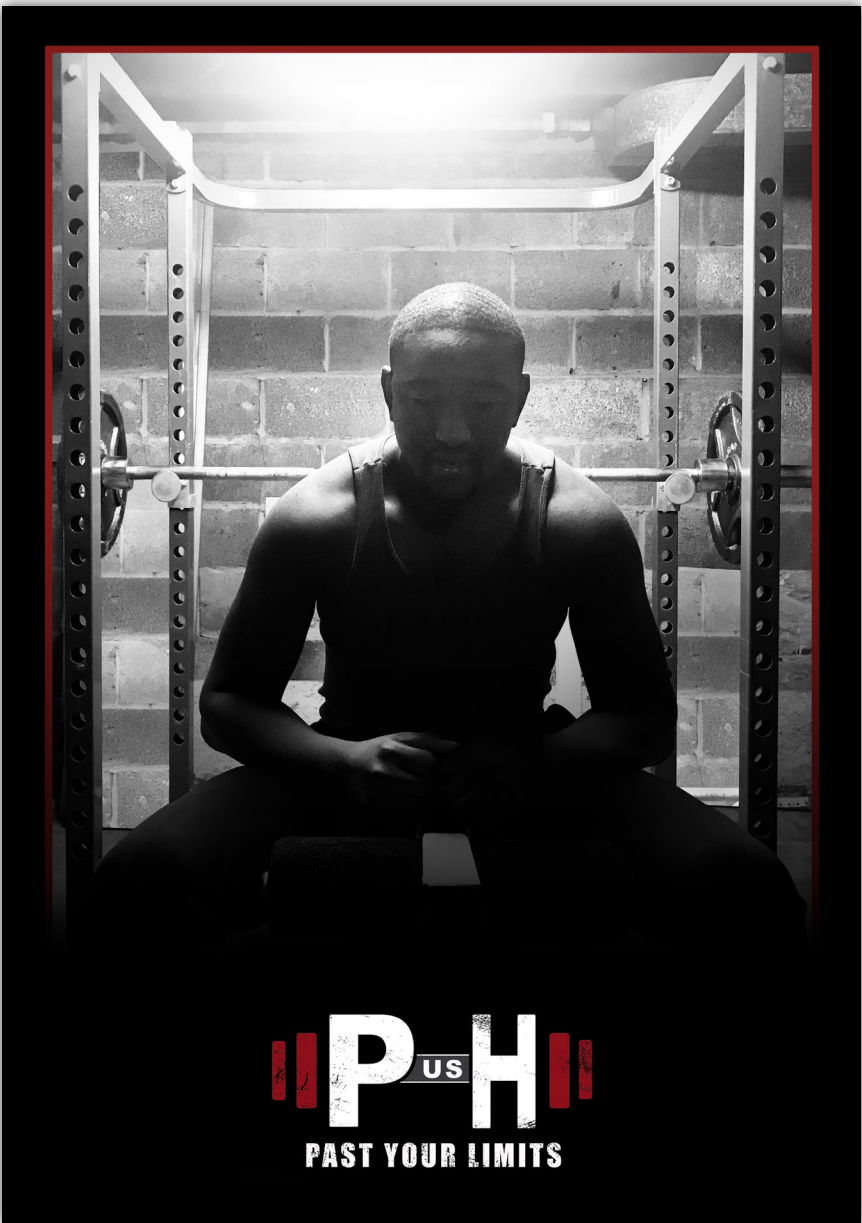
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This is a created concept for a fitness brand. My assignment entailed the development of a distinctive logo for “Push,” a dynamic gym. The design directive emphasized the integration of a stylized emblem within the brand name, encapsulating a rugged aesthetic. Moreover, the request included visualizing the logo across various mediums, such as apparel, shirts, and bags, thus necessitating mockup exploration.

By staying true to the intended guiding principles and values, I opted for a commanding color scheme featuring a blend of black and red. This combination was chosen to evoke vitality and determination. I employed a grunge-inspired visual treatment to amplify the concept’s vigor, conveying a sense of robustness.

To complement the visual elements, I deliberately selected the Impact font, amplifying the emotive power and intensity of the logo.

Poster created in Photoshop and logo in Illustrator.



Mock-ups of PUSH’s merchandises  
(clothing and accessories).

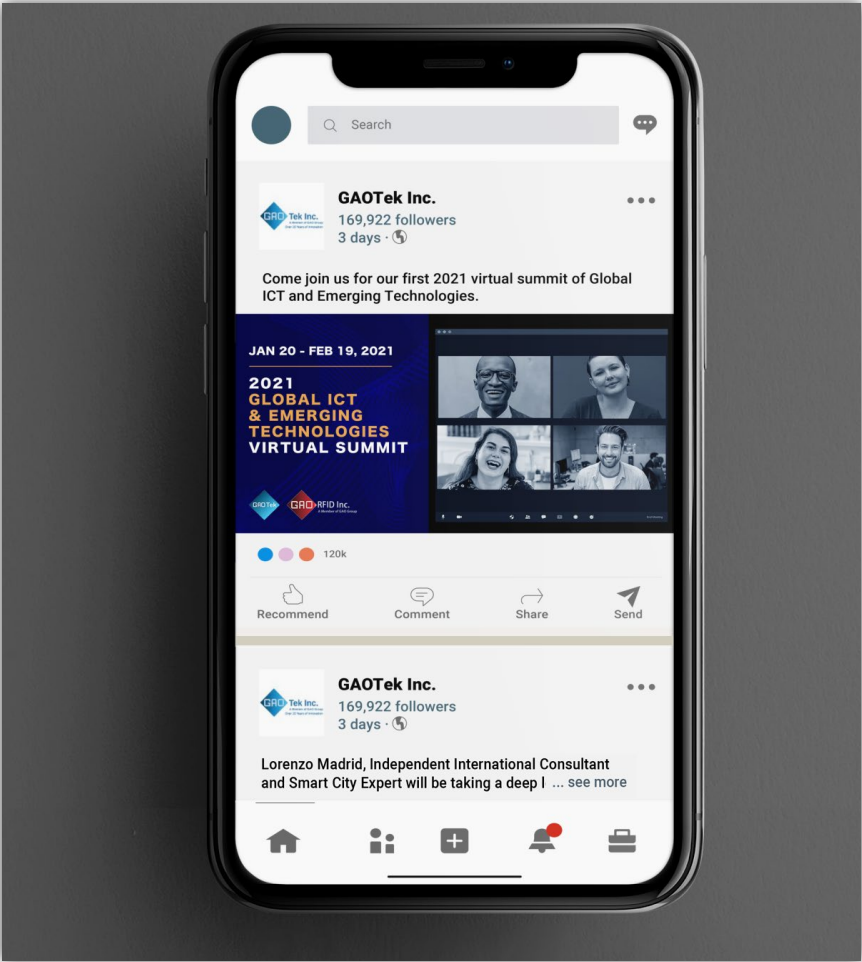


GAOTek Inc. Virtual Summit Event

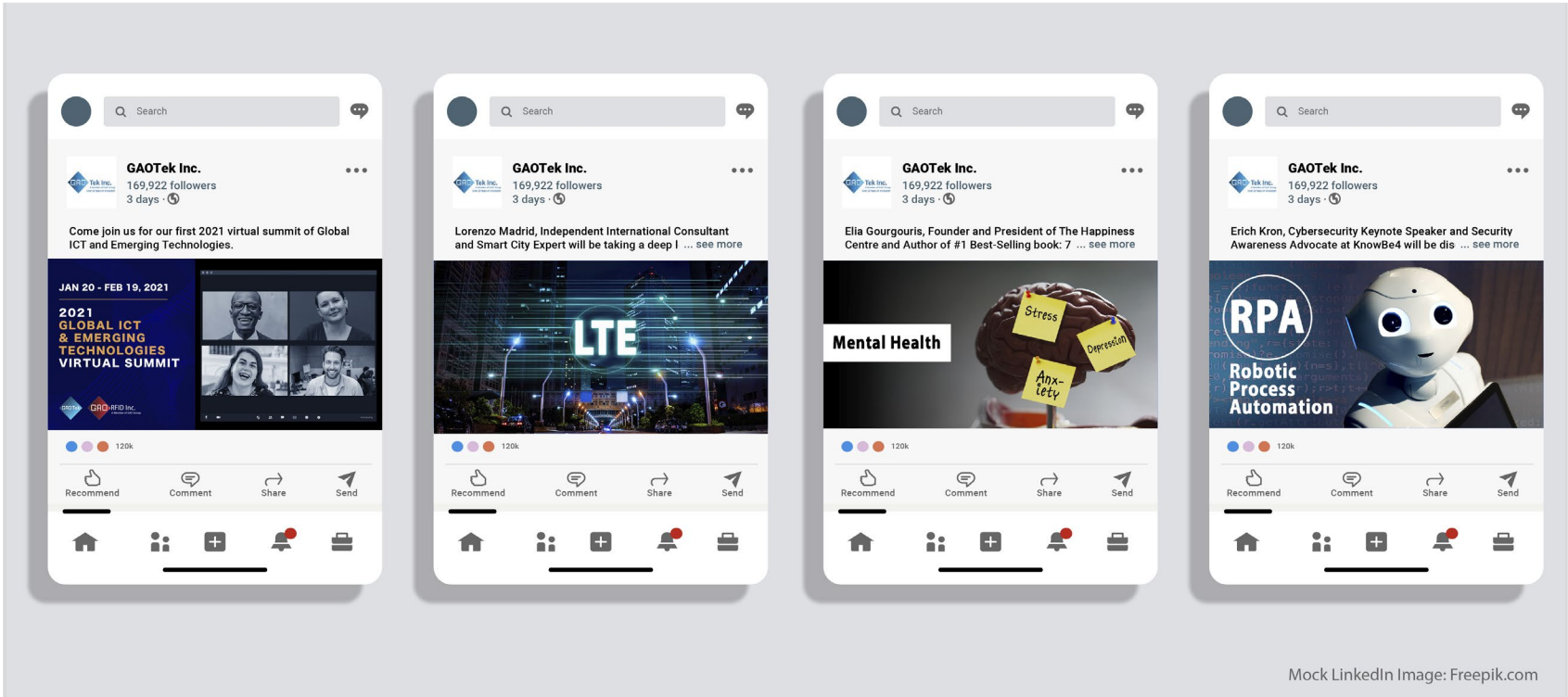
During my internship at GAOTek Inc., I was responsible for crafting engaging posts to market the company’s upcoming month-long virtual summit. This project involved creating various posts—one to highlight the event itself and several other distinguished guest speakers would delve into during the summit.

Collaborating closely with the company’s copywriter, I ensured seamless alignment between the visual content and the accompanying text. The objective was to create a cohesive narrative that would resonate with our audience. These thoughtfully designed posts were strategically tailored for promotion on LinkedIn, our chosen social media platform.

Created in Photoshop.



These are the LinkedIn mockup posts outlining the subjects to be explored during the GAOTek virtual summit event.



Extra Gravity Bracelets Flyer

During my internship at Hudson Innovative, I was responsible for designing a compelling flyer to showcase the Extra Gravity Weights product. The primary objective of the flyer was to effectively communicate the product's health benefits, particularly its role in enhancing training at the gym.

In pursuit of a visual language that resonated with the wellness sector, I chose the color purple—a soothing and invigorating shade often associated with healthcare. This deliberate color selection aimed to establish a meaningful connection between the health advantages of the Extra Gravity Weights and the individual using them.

Created in Photoshop.

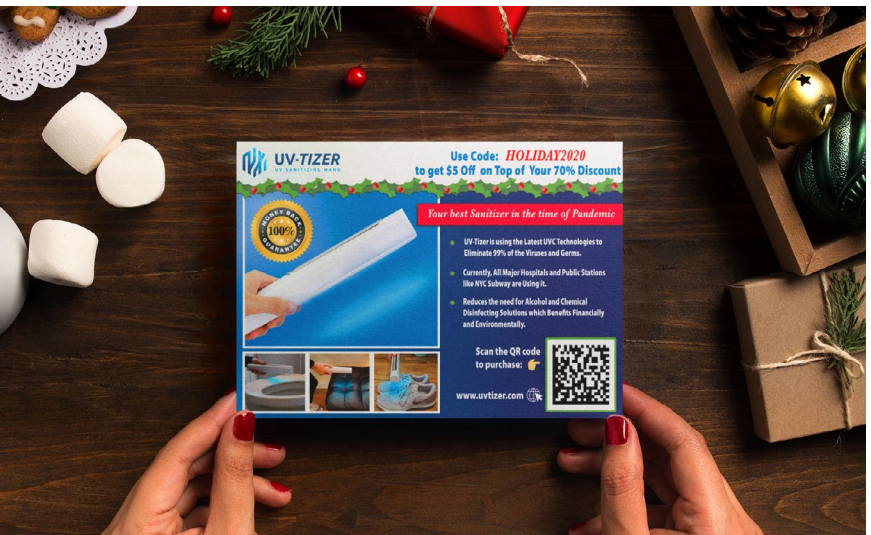


# UV-Tizer Postcard

During my internship at Hudson Innovative, I was assigned the project of designing a promotional postcard for the UV-Tizer sanitizing wand, capitalizing on the festive holiday season while offering customers an exclusive discount.

To capture the essence of the Christmas holiday, I incorporated decorative elements and added red and green as secondary colors. While infusing the postcard with a touch of the holiday spirit, I maintained consistency by predominantly using the brand's signature blue color.

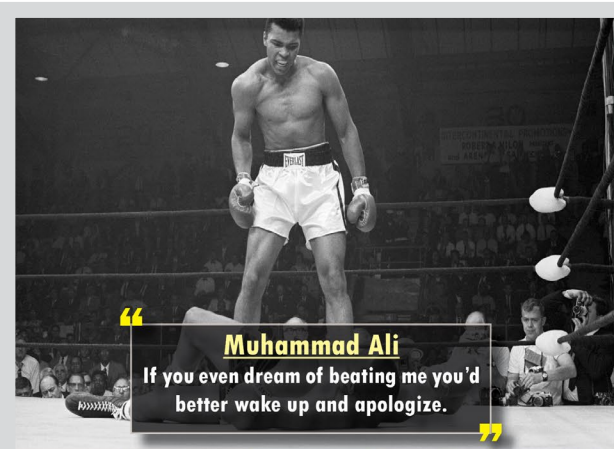
Created in Photoshop.



## 2020 Greatest Boxers Calendar

In my design class in NJIT, we were tasked with creating a calendar for the year 2020. I aimed to infuse a boxing theme, showcasing a renowned boxer each month. Every calendar page features a fighter, their statistics, and a notable quote. I aimed to make each month's color scheme vibrant, utilizing different shades of the same color. Additionally, I opted for bold typography to convey the boxers' strength. a different fighter, creating an engaging and informative visual journey through the world of boxing.



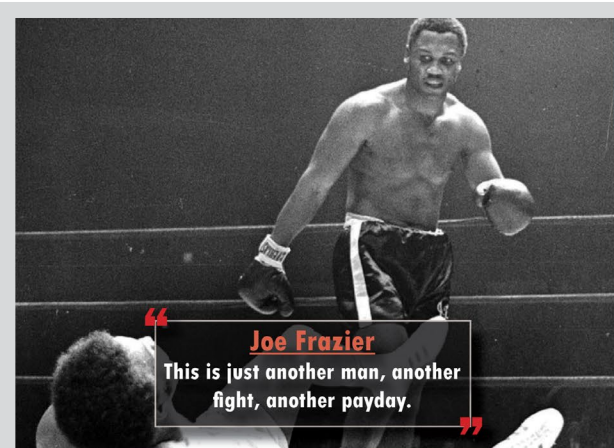


**Muhammad Ali**  
If you even dream of beating me you'd better wake up and apologize.

| TOTAL | WINS | BY KO | LOSES | DRAW |
|-------|------|-------|-------|------|
| 61    | 56   | 27    | 37    | 1    |

### JANUARY 2020

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
|     |     |     | 1   | 2   | 3   | 4   |
| 5   | 6   | 7   | 8   | 9   | 10  | 11  |
| 12  | 13  | 14  | 15  | 16  | 17  | 18  |
| 19  | 20  | 21  | 22  | 23  | 24  | 25  |
| 26  | 27  | 28  | 29  | 30  | 31  |     |



**Joe Frazier**  
This is just another man, another fight, another payday.

| TOTAL | WINS | BY KO | LOSES | DRAW |
|-------|------|-------|-------|------|
| 37    | 32   | 27    | 4     | 1    |

### FEBRUARY 2020

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
|     |     |     |     |     |     | 1   |
| 2   | 3   | 4   | 5   | 6   | 7   | 8   |
| 9   | 10  | 11  | 12  | 13  | 14  | 15  |
| 16  | 17  | 18  | 19  | 20  | 21  | 22  |
| 23  | 24  | 25  | 26  | 27  | 28  | 29  |

# Serenity Spa Haven

This is a created concept for a luxury spa. Serenity Spa Haven, a sanctuary of rejuvenation and luxury, sought a logo embodying their brand's essence - elegance and opulence. The task was to craft a visual identity that featured a stylized lotus in a regal gold hue, accompanied by a clean and refined typography.

After a few drafts, the stylized lotus design emerged. The logo is simplified and utilizes negative space to separate the petals and the core. The core contains a lustrous allure of gold, while the petals are draped in a regal shade of violet. The Adriane script font also adds sophistication to the logo. This combination captures the essence of elegance and sophistication that Serenity Spa Haven represents.

In addition, an alternative color scheme was devised, where the logo takes on a pure gold hue, further reinforcing the brand's commitment to opulence and refinement.

Created in Adobe Illustrator. Clip created in After Effects.



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**Thank You**  
**for taking the time to view my portfolio**

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