

DANIEL MUÑOZ

FREELANCE DESIGNER & ART DIRECTOR

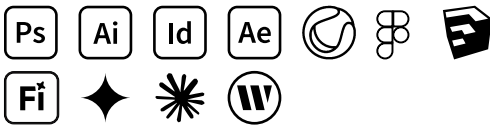
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PROFESSIONAL SUMMARY

Senior Graphic Designer with 10+ years of experience creating bold, trend-driven visuals across print, digital, and retail. Expert in Adobe Creative Suite, layout, and packaging design.

Collaborative art director with 5+ years leading creative teams and driving engagement through strategic, audience-focused design.

TECHNICAL + AI SKILLS



- Brand Identity
- Visual Storytelling
- Campaign Ideation
- Digital + Print Design
- Packaging design
- 3D design
- UI Design
- Illustration
- Adobe Firefly
- Leonardo.Ai
- Gemini
- ChatGPT
- Claude
- WriterAi

EDUCATION

B.A. Graphic Design

IED — Instituto Europeo de Diseño
Barcelona, Spain

LANGUAGES

- Spanish
- Català

EMPLOYMENT HISTORY

DCM Creations

Freelance Designer & Art Director — 2025-present

Responsible for brand identity, packaging, B2B and B2C campaign design solutions for lifestyle, retail, and hospitality clients.

- Develop logos, visual storytelling, and multi-channel campaigns tailored to client goals.
- Utilize AI-assisted concept generation to accelerate creative exploration and trend-forward design.

Mohawk Industries

Hard Surface Art Director — 2019-2025

Lead creative for master and product line brands.

- Directed team of designers and freelancers, overseeing cross-functional brand consistency.
- Art directed packaging, digital campaigns, photography, and video production.
- Drove innovative use of AI and design technology for trend-forward storytelling.

Mohawk Industries

Senior Designer — 2017-2019

Responsible for visual design of the Mohawk, Karastan, and Pergo brands (soft and hard surfaces).

- Designed packaging, logos, websites, and digital campaigns for Mohawk, Karastan, and Pergo.
- Partnered with product and marketing teams to deliver cohesive brand experiences.

PM Custom Gloves

Senior Designer / Art Director — 2006-2016

Responsible for all design and marketing.

- Built full brand identity system, advertising, and packaging for custom sports apparel.
- Managed international creative teams, budgets, and production with global vendors.