

# DANIEL F. BIRCH

ILLUSTRATION, DESIGN AND BRANDING

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## Education

Syracuse, Class of 2005

BFA in Illustration

## Work Experience

### Branding & Design for Marcelli Formaggi (2016 - Present)

Andy Marcelli was a beer buyer for Eatlay in New York when I first met him and when he decided to leave his post, he asked me to clean up his family business's logo as well as some brochure and mailers. Currently we are working together to re-brand all of the Marcelli Formaggi cheese packaging.

### Freelance Designer for Whistle Pig Rye Whiskey (2015-2016)

I produced a booklet of various pigs from their farm and distillery as well as a shipping box and a great illustration of their distillery, newly designed by world renowned whiskey maker, David Pickerell.

### Designer & Illustrator for Barrier Brewing Co. Labels (2014 - Present)

When we began working together, it was for a few one-off bottles available only at the brewery. Since then we have created numerous bottles and cans together, producing a presence on the shelves here in New York that can't be denied.

### Branding & Design for Hell's Kitchen Hot Sauce (2014 - Present)

I was tasked to design their logos and create consistent, on-brand label designs. This sauce is a delicious up and comer that will leave your eyes watery.

### Branding & Design for Jimmy's No.43 & Beer Sessions Radio (2014 - Present)

Jimmy approached me for logos and promotionals for various pop-up food and drink events, including *Oktoberfest*, *Ciderfest*, *Mardi Gras NYC* and *Beer Sessions Radio*. Stay tuned for more cool graphics from the collaboration between this NYC beer legend and myself!

### Branding & Design for The Beerly Legal Group: *Alewife*, *Fools Gold*, *The Jeffrey & Get Real Presents* (2014 - Present)

I worked hard to unify the branding for *The Beerly Legal* after I designed the *Fools Gold* logo. Since then I have produced multiple logos and promotions including graphics for various events as well as growlers for all three current locations.

### Designer of 251-glyph typeface MONSTER FACE® for novel "MONSTER SKIN", Published 2013

### Specialty Poster Designer for 4th Ave Pub (2012 - Present)

I picked up *4th Ave Pub* when I worked for Union Beer Distributors. Kirk Struble (the owner) wanted super intricate posters mostly based on movies and music album covers. We continue to collaborate on great posters that bring people to this awesome bar that won *BARch Madness* in 2014 for best beer bar in the NYC area.

### Designer at Union Beer Distributors (2010 - 2013)

From posters to menus to tasting notes, I designed it all. I showcased multiple brands with my designs. My *Vanberg & DeWulf's* poster for *Coast to Coast Toast* in NYC and my logo for *Lagunita's Grateful Dead* concerts were very well received. I was specially recognized by *Smuttnose Brewing Company* for designing their best tap stickers, tasting notes and posters.

## Other Illustration & Design Clients .....

EMI Music Publishing  
Queensboro Dance Festival  
East Forest  
The NYC Brewers Guild

Friends with Four Paws  
Cuzett Libations  
Tedde Teddy Bears  
Smuttnose Brewing Co.

Izod  
Brindles  
Goin' East  
Triton Digital