

DANIEL F. BIRCH

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EDUCATION

Syracuse, Class of 2005

BFA in Illustration

WORK EXPERIENCE

Behance Portfolio Reviews organizer & reviewer (October 2017)

Behance had contacted me to possibly organize a portfolio review session which I thought would be fun. I knew of great colleagues that would be very helpful to people who are seeking to tighten up their portfolios.

Branding & Design for Marcelli Formaggi (2016 - Present)

Andy Marcelli was a beer buyer for Eataly 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 - 2017)

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*. Sadly, after 12 years of service in the same location, his bar has shuttered its doors.

Branding & Design for The Beerly Legal Group: Alewife, Alewife Brewing Co., Fools Gold, The Jeffrey & The Rochard (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 (one of the owners) 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 which ultimately led to an illustration project for their 21st anniversary.

OTHER ILLUSTRATION & DESIGN CLIENTS

EMI MUSIC PUBLISHING

FRIENDS WITH FOUR PAWS

ICONYC BREWING CO.

IZOD

QUEENSBORO DANCE FESTIVAL

CUZETT LIBATIONS

SIX MOST METAL BREWERIES

BRINDLES

EAST FOREST

TEDDE TEDDY BEARS

DEVIL'S DILL PICKLE

GOIN' EAST

THE NYC BREWERS GUILD

SMUTTYNOSE BREWING CO.

THE HARBOR SCHOOL

TRITON DIGITAL