

Daniel Markus Hanselmann Bänziger

Graphic Designer and Visual Artist

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**PROFILE**

Designer with over thirteen years of experience in branding development and implementation, marketing strategy and visual communication, with a special emphasis on culture and the creative industries.

I possess strong problem-solving skills and a talent for creative and interdisciplinary work. I am highly proficient in graphic design software, online workflows, creative methodologies and project development, as well as digital and analogue photography and post-production. I have also incorporated writing into my design practice. I am particularly interested in complementing my professional development (both institutional and independent) with teaching experience, thereby contributing to educational processes with broad and contemporary perspectives.

Keywords: graphic design, strategic design, branding, marketing and visual communication, creative industries, editorial design, culture, digital and analogue photography, fragmented writing.

EDUCATION**Master's Degree in Continuing Education in Arts and Artistic Professions**

Universidad Carlos III de Madrid and Círculo de Bellas Artes Madrid, Escuela SUR

Final project: *Un viernes* (A Friday), a self-published, handmade book of text and analogue photography.

October 2024—June 2026

Postgraduate Diploma in Python and Data Science

Pontificia Universidad Católica de Chile

July 2024—August 2025

Postgraduate Diploma in Relational Marketing and Social Media

Universidad de Chile, Faculty of Economics and Business

May—October 2015

Postgraduate Diploma in Art Studies, with a specialisation in Photography

Pontificia Universidad Católica de Chile, Faculty of Arts

April 2010—September 2011

Bachelor's degree in Graphic Design

Pontificia Universidad Católica de Chile

March 2003—December 2007

WORK EXPERIENCE**Centro Cultural Gabriela Mistral (GAM)**

Marketing and Special Projects Coordinator

Santiago de Chile

February 2012—October 2024

In my nearly thirteen years at GAM, the team went through several organisational changes: Marketing began as its own area, became part of Communications, and in March 2021 returned to reporting directly to the Executive Director. In March 2023, Information and Ticketing were added to the Marketing team. The most relevant functions are detailed below.

- Development of the annual visual identities for the curatorial themes that structure the centre's programme ([somos huella](#), 2023; *recuerda tus futuros*, 2024).
- Design, development and implementation of the various aspects of the GAM brand, in both physical and digital spaces, ensuring a consistent brand narrative.

- Development of naming, branding and visual identity for education, mediation and audience development programmes. In several cases, the projects included the design of complementary editorial materials.
- Design of promotional visual materials for the centre's various programmatic and commercial activities.
- Photography for the official posters of 2018 productions and co-productions (*Idomeneo*, *Los arrepentidos*, *Hedda Gabler* and *Paisajes para no colorear*). Development of graphic proposals in collaboration with the companies.
- Conceptualisation and design of the Playwriting collections (1 and 2) for Centro GAM. This encompassed everything from defining the graphic identity and style to creating final promotional materials, including the supervision of the layout process.
- Design and layout of Centro GAM's [annual reports](#) from 2012 to 2019; design and layout supervision for the annual reports from 2020 to 2023.
- Creation and maintenance of databases (audience segmentation), as well as monitoring of mass mailings to evaluate and implement adjustments.
- Proposal, design and development of the centre's store project. This included developing the brand image and narrative, curating products and creating original products in collaboration with artisans (started in 2023).
- Implementation of pricing policies and sales channel design for the ticketing platform.



Buxus

Designer. Santiago de Chile. March 2010—January 2012

- Front-end designer in charge of the graphic side of the startup's core project (a web application) and of digital projects for various clients.

Gumucio & Asociados

Designer. Santiago de Chile. July 2009—January 2010

Pontificia Universidad Católica de Chile

Teaching Assistant for Workshop II (Interaction) and Representation II. 2005—2007

Embassy of Sweden in Chile, Museo Nacional de Bellas Artes

Guide for the exhibition *Improving Life – The Design of Swedish Innovations*.

May—June 2004

Freelance

In parallel, I have worked as a freelance designer with self-commissioned projects, commissioned work and regular clients.

2006—present

Some projects developed in this context:

- Branding for the Frente Amplio de Chile movement (2017).
- Visual identity for the SANFIC 2 (2nd Santiago International Film Festival, 2006).
- [Patrones erróneos](#) (Mistake Patterns) the first issue of a photozine series for Ediciones de Arquitectura, including curation, editing, design and layout (2023).
- Graphic design for various Chilean bands (El Mal Gusto, Hiperlaxo, III Puñales).
- Identity and advertising pieces for various works by the Chilean puppet theatre company Silencio Blanco (2018—2023).

LANGUAGES

- Spanish (native)
- English (Cambridge B2 First, approved as Cambridge First Certificate, 2000).
- German (Deutsches Sprachdiplom II, 2000).