

DANIEL CURRAN

CREATIVE STRATEGY AND INTERACTIVE ART DIRECTION

DANIELCURRAN.NET

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I'm an interactive art director with a passion for developing strong creative strategies in service of authentically communicating a story. My multifaceted expertise spans areas of visual design, content creation, direction, and production.

I am an expert user of Photoshop, Illustrator, InDesign, Sketch, Final Cut Pro X, Keynote, and PowerPoint. I am very proficient in HTML and CSS.

EXPERIENCE

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- 2014 - PRESENT** — **FREELANCE CONSULTING**
 - Consulting in art direction, content creation, and creative strategies.
 - Clients include: Darling Magazine, Nina Hans, Stephen Kenn, Alchemy Works, Wilderness Collective, Chris Earl, Mister Alphabet, and Pen Pal Coffee.
 - 2014 - PRESENT** — **THE WORSHIP SCHOOL // CREATIVE DIRECTOR**
 - Creative direction for event production and brand content marketing (print, web & social).
 - Branding and responsive web design for event website.
 - Direction and production of short films for local non-profits.
 - Managed and mentored a small team on design and video projects.
 - 2011-2014** — **APOLIS // INTERACTIVE ART DIRECTOR**
 - Art direction and strategy for all content marketing, wholesale sales materials, retail POP displays, and CFDA brand portfolio.
 - Produced photo shoots for content marketing, journal photo stories, wholesale catalogs and online retail store product.
 - Product development and branding for clothing, luggage, and accessories.
 - Lead designer for all packaging, brand letterhead, and marketing materials.
 - Interactive design for email campaigns and ecommerce website.
 - 2010** — **RISING SUN & CO. // OPERATIONS MANAGER**
 - Oversaw clothing production with in house sewers and contracted manufacturers.
 - Managed logistics and sales for wholesale accounts and distributors.
 - Managed retail shop and merchandised product.
 - Interactive design for wordpress website with a responsive design strategy.
 - 2007-2010** — **CALVARY CREATIVE // INTERACTIVE ART DIRECTOR**
 - Designed and developed websites for a vocational school and conference events.
 - Art direction and web development for e-mail marketing campaigns.
 - Produced conference events as audio and video content for retail product.