

# DANIEL CURRAN

Los Angeles-based

## Creative Director

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**PORTFOLIO** [danielcurran.net](http://danielcurran.net)

- Over 14 years experience in design, marketing, front-end development.
- Developed a multifaceted approach to the creative process.
- Managed product design, creative strategy, communication, art direction.
- Led small creative teams of designers, copywriters, and video production.
- Established brand design systems in support of long term vision.
- Creative Director at Hixme, a KPCB funded healthcare startup.
- Led Art Direction for the product development and marketing at Apolis.

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2015-2017

## HIXME

*CREATIVE DIRECTOR, MARKETING AND COMMUNICATIONS*

- Directed design and development for company website.
- Led small creative teams of concept, designers, and copywriting.
- Responsible for B2B2C communications for client / consumer.
- Established foundations for printed user onboarding welcome packets.
- Responsible for creative, from concept to completion, of all sales marketing materials (including print, powerpoint, and conference materials).
- UX strategy and design of login process for new users of main product.
- Interactive art direction for interactive sales toolkits.
- Responsible for creative direction of all executive presentations.
- Led design of business model documents for presentation to the IRS and congressional committees.

2014-2015

## THE WORSHIP SCHOOL

*CREATIVE DIRECTOR*

- Led Art Direction for a rebrand establishing a new design system.
- Creative Direction for production of leadership conferences.
- UX strategy and interactive design.
- Managed and mentored a small team on design and video projects.

2011-2014

## APOLIS

*ART DIRECTOR*

- Led Art Direction for all product development and marketing.
- Led design for packaging, brand materials, and product labels.
- Produced photo shoots for content marketing, journal photo stories, wholesale catalogs and online retail store product.
- Custom retail displays enhancing product storytelling at point of purchase.
- Design and UX strategy for email campaigns and ecommerce website.
- Portfolio design presented to the CFDA to get brand founders accepted.

2005-2010

## CALVARY CREATIVE

*INTERACTIVE ART DIRECTOR*

- Web design and development for vocational school and conferences.
- Art direction and development for e-mail marketing campaigns.
- Conference production delivering audio / video content for retail product.
- Taught workshops on digital audio production and engineering.
- Oversaw conversion of archival analog media to digital

## EDUCATION

*THE UNIVERSITY OF CALIFORNIA, SAN DIEGO*

- 3 years of coursework towards Interdisciplinary Computing and the Arts

## SOFTWARE PROFICIENCY

- Sketch
- Photoshop
- Illustrator
- InDesign
- Final Cut Pro X
- Premiere
- Lightroom
- Keynote
- PowerPoint
- InVision
- Slack
- Dropbox

## CONSULTING CLIENTS

- Alchemy Works
- Casamigos Tequila
- Darling Magazine
- Journal Standard
- Nice Coffee
- Nordstrom
- Rising Sun & Co.
- Tooth N Nail Records
- Wilderness

## AGENCIES

- CNTRL Group
- The Glue
- Modus Operandi
- Reason Media Group
- Vokent