

# DANIEL CURRAN

Los Angeles-based

## Designer & Storyteller

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

- 14 years of design experience within product and marketing teams.
- A multifaceted creative approach drawn from broad experience.
- Senior positions leading product design, strategy, and 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*

- Led design and UX for company marketing website.
- Led small creative teams through concept, design, and copywriting.
- Responsible for B2B2C communications for both client and consumer.
- Responsible for creative, from concept to completion, of all sales marketing materials (including print, powerpoint, and conference materials).
- Led UX design on new user login process for consumer product.
- Product design for internal digital sales tools.
- Principal designer for executive leadership presentations to investors, including successful Series B funding round.
- Principal designer on comprehensive business model presentation given before congressional committees and IRS, resulting in federal approval.

2014-2015

### **THE WORSHIP SCHOOL**

*PRINCIPAL DESIGNER*

- Principal design and production of leadership conferences.
- Led Art Direction establishing a new design system for company rebrand.
- Senior UX and product design.
- Managed and mentored a small team on design and video projects.

2011-2014

### **APOLIS**

*SENIOR DESIGNER*

- Led Art Direction for all product development and marketing.
- Lead Designer for all packaging, brand materials, and product labels.
- Produced photo shoots for content marketing, journal photo stories, wholesale catalogs and online retail store product.
- Retail displays that strengthened product storytelling at point of purchase.
- Principal design and UX for email campaigns and ecommerce website.
- Portfolio design for which company founders were accepted into the CFDA.

2005-2010

### **CALVARY CREATIVE**

*DESIGNER / MEDIA PRODUCER*

- Design and development for vocational school and conference websites.
- Design and development for e-mail marketing campaigns.
- Produced audio and video conference content for retail product.
- Led hands-on workshops through digital audio production for songwriters.
- Oversaw digital conversion of large collections of archival analog media.

### **EDUCATION**

*UCSD (THE UNIVERSITY OF CALIFORNIA, SAN DIEGO)*

- Interdisciplinary Computing and the Arts

### **SOFTWARE PROFICIENCY**

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

### **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
- Kley
- Modus Operandi
- Vokent