



DANIEL KELLEY DESIGN/DIRECTION

me@danielrichardkelley.com | 718 216 8092 | [view my work](#)

PROFESSIONAL SUMMARY

Creative Director with 15+ years of experience leading cross-disciplinary creative teams across enterprise events and activations, brand storytelling, and integrated campaigns. Proven track record delivering impactful work for global tech clients such as Microsoft, Amazon, Slack, and Unity. Adept at translating complex brand narratives into compelling design across video, 2D/3D, motion, and experiential. Proven team leader and collaborator who thrives at the intersection of concept, craft, and execution in fast-paced, dynamic environments.

CORE EXPERTISE

- + Creative Team Building and Mentorship
- + 2D/3D Design, Motion Graphics & Video Direction
- + Brand Identity Systems & Visual Storytelling
- + Experiential Design, Activations & Live Keynotes
- + End-to-End Campaign Development
- + Progress Tracking and Budget Management
- + AI Integrated Workflow
- + Technical & Broadcast Production
- + Fabrication and Materials
- + Conceptualization and 3D Visualization

EXPERIENCE

Creative Director

October 2022 – Present

Big Rock Productions | Seattle, WA

Lead creative across brand experiences, product launches, and event campaigns for top-tier clients in tech.

- Directed cross-functional teams on high-impact enterprise activations for Microsoft, Amazon, Slack, Unity, and Vercel.
- Created immersive 2D/3D visualizations and renderings for experiential concepts and keynotes.
- Oversaw creative vision and execution across digital, video, and environmental platforms.
- Partnered with international clients and remote teams to deliver unified experiences across regions and cultures.
- Integrated AI-powered tools into the creative process, accelerating prototyping, ideation, and storytelling.

Creative Director

April 2022 – October 2022

OZY Media | Mountain View, CA

Owned creative direction across a portfolio of digital media products and IP development.

- Drove creative for newsletters, live events, video content, and branded IP including The Drop and Sneaker Fiends.
- Led pitch development and co-marketing efforts with Coca-Cola, AT&T, and Disney.
- Scaled asset libraries, refined brand standards, and managed large internal and freelance teams.
- Guided global creative teams across time zones, aligning diverse partners on shared creative vision.
- Partnered with international marketing and production teams to launch synchronized campaigns and events tailored to regional market needs.



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EXPERIENCE CONTINUED

VP Creative

May 2021 - January 2022

Creative Director

July 2013 - May 2021

GreenBiz (Now Trellis Group) | Oakland, CA

Led creative team for the sustainability industry's premier media and events company.

- Directed experiential strategy and brand systems for the sustainability industry's leading conferences and hybrid events.
- Built modular scenic, signage, and broadcast frameworks enabling repeatable design at scale.
- Served as EP/showcaller for high-visibility live streams and keynotes, balancing creativity with technical precision.
- Championed new revenue streams through scalable sponsorship design and hybrid models.
- Mentored a cross-disciplinary team, growing junior designers into confident creative leads.

Art Director/Designer

September 2010 - July 2013

Freelance | New York + California

Delivered branded creative across fashion, lifestyle, and editorial clients including Victoria's Secret, Time Magazine, Bumble & Bumble, and Urban Outfitters.

- Produced broadcast-ready motion and video content.
- Executed end-to-end production for campaigns spanning web, print, scenic design, and animation.
- Art Direction, Set, and Production Design for Photo and Video Shoots
- Worked with a wide variety of clients to develop bespoke Branding and Identity systems
- Created Custom Graphics and Repeat Patterns for multiple fashion brands

EDUCATION

Bachelor's, Visual Communications

University of California, Davis

AWARDS + HONORS

Design Department Citation for Excellence – UC Davis

Best Music Video, Vacant Moon (MusOK) – Santa Cruz Int'l Film Festival

Honorable Mention, The Nightingale – Slamdance Film Festival

Permanent Collection, My Sea Music Video (CallmeKat) – Flux Project LA