



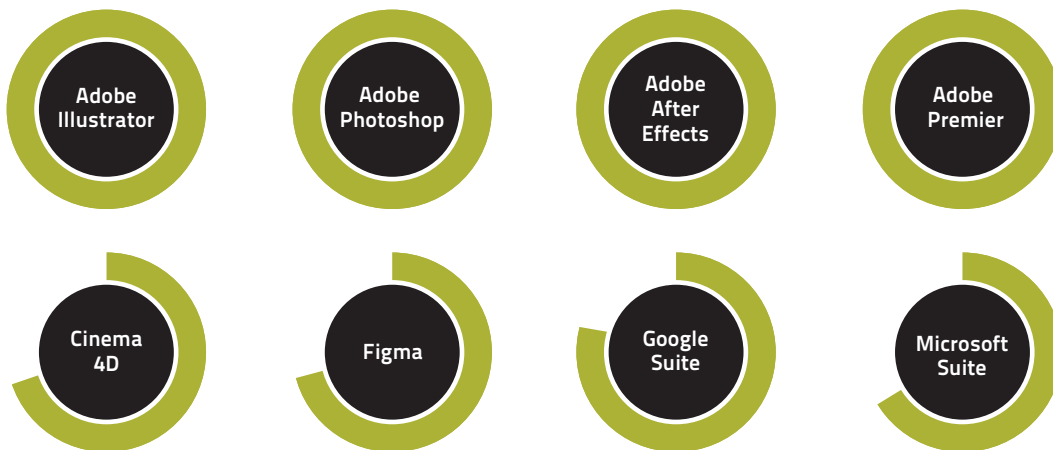
DANIEL KELLEY DESIGN / DIRECTION

me@danielrichardkelley.com | 718.216.8092 | [view my work](#)

EXPERTISE*

- + Art/Creative Direction
- + Event/Experiential Design
- + Branding & Identity
- + Motion Graphics & Animation
- + Video Direction & Production
- + Fabrication & Materials
- + Print Production Process
- + Technical Production
- + Broadcast & Live-Streaming
- + Concept Development
- + Presenting & Brainstorming
- + 3D Renderings & Visualization
- + Storyboarding & Script Writing
- + 360° Marketing Campaigns
- + Team Development/Mentoring
- + AI (Midjourney)
- + Project Tracking/Budget Mgmt
- + RFP Responses & Proposals

SKILLS*



EXPERIENCE*

Creative Director | Big Rock Productions, Seattle, Wa | Current Position

Creative Director | OZY Media, Mountainview, Ca | 5 Months

VP, Creative Director | GreenBiz (Now Trellis Group), Oakland Ca | 8 Months

Creative Director | GreenBiz (Now Trellis Group), Oakland Ca | 8 years

Art Director/Designer | Freelance, New York & California | 3 years

BRANDS*



*This is an abbreviated one-page overview (For more detail please move on to the following pages)



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IN SUMMARY

I am a proven Creative Director with years of experience producing thoughtful, engaging and successful work at both an agency level as well as in house. Although I operate primarily in the events space, I navigate easily and fluidly across the media landscape and possess an intuitive talent for translating marketing concepts into compelling visuals and experiences. I am skilled at building and managing creative teams, presenting to clients and colleagues alike, and working collaboratively between departments. I am articulate, forward thinking, and am able to distill my vast knowledge of technical production, interest in emerging trends and sharp aesthetic sense into dynamic participant experiences.

EXPERIENCE

Creative Director

October 2022 - Present

Big Rock Productions, Seattle, WA

Creative Director at a boutique production and creative agency assisting a global roster of premier clients including Microsoft, Amazon, Slack, Unity, Vercel, and WEX with their activations and events.

- + Concept, design, develop and pitch Big Rock's creative services to a wide range of clients
- + Create detailed visualizations and renders to illustrate ideas and experiential concepts
- + Manage a diverse team of creatives (and vendors) to execute on client facing deliverables
- + Working collaboratively with the technical production team to design flawless experiences
- + Manage and defend projects creative budget and logistics to deliver in scope and on time
- + Concept and Direct video production and post production services on client video projects

Creative Director

April 2022 - September 2022

OZY Media, Mountain View Ca

Creative Director at a media and events company overseeing the overall creative development and visual identity of the company's growing roster of IPs including newsletters, video programming, events, and podcasts.

- + Pitched creative advertising and co-marketing opportunities to companies such as Coca Cola, AT&T and Disney
- + Maintained, evolved and added to a large library of brand collateral and creative assets including sales decks.
- + Oversaw a large team of creative, tech and production professionals as well as an extended freelancer pool
- + Assisted in the development of original content including The Drop (Newsletter) & Sneaker Fiends (TV show)

VP, Creative Director

May 2021 - January 2022

GreenBiz (Now Trellis Group), Oakland Ca

Head of creative for the premier media and events company in the sustainability space, overseeing both creative and technical production for its growing roster of event brands.

- + Designed and oversaw production on all scenic, signage and experiential aspects of GreenBiz events.
- + Worked with the marketing team to develop successful strategies and campaigns for media offerings
- + Recruited and developed/mentored a successful team of creative and production talent
- + Reported to the executive team on timelines, budgets and additional monetization opportunities



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EXPERIENCE CONTINUED

- + Worked with the sales team to develop tools and collateral to increase sponsorship engagement
- + Directed and oversaw post production for all GreenBiz and event brand video content.

Creative Director

July 2013 – May 2021

GreenBiz (Now Trellis Group), Oakland Ca

Creative Director for a growing media and events company helping to establish the visual GreenBiz brand as well as developing its individual event IPs.

- + Designed and oversaw production on all scenic, signage and experiential aspects of GreenBiz events.
- + Pitched creative concepts via detailed visualizations and renders to key stakeholders at the company
- + Managed the technical production team (including vendors) and acted as EP and Show-caller
- + Led the switch from in-person to virtual events during Covid, creating opportunities for sponsorship Engagement through remote production and virtual recording
- + Directed and oversaw post production for all GreenBiz and event brand video content.

Art Director/Designer

September 2010 – July 2013

Freelance, New York & California

Design and direction for a wide range of clients including (but not limited to) Victoria's Secret, AT&T, Bumble & Bumble, ALO, Time Magazine, Sundance Channel, Urban Outfitters, as well as a roster of agencies and production companies.

- + Graphic Design for print production and web
- + Motion Graphics and animation
- + Scenic Design and fabrication
- + Video Direction and post production
- + Brand and identity development

AWARDS/ACKNOWLEDGMENTS

Design Department Citation for Excellence

2000 | University of California, Davis

Honorable Mention: The Nightingale

2006 | Slamdance Film Festival | Short Film Category

Best Music Video: Vacant Moon by Artist MusOk

2008 | Santa Cruz International Film Festival | Music Video Category

Permanent Collection: Music Video for My Sea by Artist Call Me Kat

2010 | Flux Project Los Angeles | Visual Art Installation/Exhibition

EDUCATION

Bachelor's, Visual Communications

University of California, Davis