



experience

Art Director, Deep Focus New York, NY 02.2008 – 05.2008

Produce widgets, website, social media and rich media ad concepts for multiple clients as well as directing junior designers on clients such as New Line Cinema and Tru.TV.

Freelance Art Director, MRM Worldwide New York, NY 12.2007 – 02.2008

Create banner, rich media, and microsite concepts and production for products across Intel's product range.

Senior Designer, Magnani Caruso Dutton New York, NY 11.2006 – 11.2007

Design microsites and portals for some of the most well-known companies in the U.S. Also responsible for Flash design, production, and programming ranging from animated headers to shopping tools and data-driven forms. Clients include Tiffany, Capital One, and Discover Card.

Art Director, Stick and Move Philadelphia, PA 10.2005 – 10.2006

As Stick & Move's first 'web guy,' I brought creative and technical skills to a new agency trying to do it their own way with unique, non-traditional advertising in Philadelphia. I wasn't just the 'Web Guy' – I was the IT Department, Bumper Car Repair Guy, Bizzaro Comp Guy, and Shelf Installer. On the design side of things, I completed major site redesigns for Yakima, as well as smaller promotional sites for Yakima, Toyota, and other clients, allowing Stick & Move to keep more work in house, saving money and assuring higher quality.

Web Designer, Greater Philadelphia Chamber of Commerce Philadelphia, PA 03.2005 – 10.2005

Responsible for all design, production and maintenance of websites for the fifth-largest Chamber in the U.S. Art direction, design, construction, and coding of HTML, CSS and Flash-based elements for over a dozen sites seen by over 5,000 member companies throughout the region.

Jr. Art Director, DVC Worldwide Morristown, NJ 05.2004 – 03.2005

Art direction and design of print materials, promotions, and interactive design for large, nationwide promotions, national clients, as well as agency materials. Designed and produced a variety of items through several mediums and materials. Highlights include the production of a website for a 2005 Nokia Sugar Bowl promotion, the 2005 Tecaté Chicas calendar and the redesign of the DVC identity & branding system.

Graphic Designer, RCN Telecommunications, Inc. Princeton, NJ 05.2003 – 05.2004

Created and designed direct mail, promotional, and marketing materials from concept to production in an extremely fast-paced internal marketing team. Created storyboards for video production, as well as video elements in Flash and Photoshop. Responsible for web-based projects for RCN.com and several associated websites, as well as regular graphic maintenance on RCN.com.

portfolio

Danielboyle.net

My 'other' full time job - my portfolio site, used to sell myself to potential freelance clients. Updated regularly. Production of limited-run & one-off shirts. Through danielboyle.net, I've gained freelance work such as designing and maintaining a website for a skate park, designing a band's first CD packaging, to assisting agencies in design and Flash production.

education

The College of New Jersey

BFA, Graphic Design

Graduated Magna Cum Laude, May 2003

TCNJ Honors program, TCNJ Merit Scholar
NJ Bloustein Scholar, NJ Outstanding Scholar
Dean's List, Fall 1999 : Spring 2001 : Fall
2001 : Spring 2002 : Fall 2003 : Spring 2003
Member, Golden Key National Honor Society

awards

Lenox Award for an outstanding junior or senior in the visual arts, 2002

TCNJ Student Art Show, Juried Selection,
2001 : 2002 : Faculty Commendation
Award, 2003

Lion's Eye, Juried Selection, Spring 2001 :
Fall 2001 : Fall 2002

The Siren, Juried Selection, Spring 2003

skills

Web Design (xHTML, CSS, Flash), Print Design,
Identity & Iconography, Typography, Photogra-
phy, Illustration.

Proficient in both Macintosh & Windows
platforms, Adobe Photoshop, Illustrator,
InDesign, Flash (animation, ActionScript 2.0),
Dreamweaver, and Coda.