

The short version: I like to make things.

The long version: Since I graduated in 2003, I've been immersing myself in making everything I can. 'Making' is a huge part of my life – not just an approach to design.

EXPERIENCE

CRITICAL MASS

ART DIRECTOR **JAN 2012 – CURRENT**
NEW YORK, NY

Lead creative on the Retail Services business for Citibank. Balance the client's needs for quick response and simple upkeep with inventive, but practical, visual design solutions across the digital space.

TENDER CREATIVE

ART DIRECTOR **APR 2011 – DEC 2011**
NEW YORK, NY

Responsible for design leadership on new business opportunities and existing clients for a small, design-focused digital agency. Work to establish guidelines and standards for both visual and interaction design across multiple interactive formats, and mentor and lead junior design staff. Clients included MAC Cosmetics and Panasonic USA, among others.

ORGANIC, INC.

ART DIRECTOR **JAN 2010 – APR 2011**
SENIOR DESIGNER **JUN 2008 – JAN 2010**
NEW YORK, NY

Lead and contribute to projects ranging from rich media banners and microsite-based campaigns, to full content-rich sites, to interactive installations with significant ownership of creative direction. Directed junior creatives and lead client discussion and interaction. Clients include Bank of America, Merrill Lynch, Iams, Eukanuba, and new business pitches.

DEEP FOCUS

ART DIRECTOR **FEB 2008 – MAY 2008**
NEW YORK, NY

Created concepts and designs for banners, rich media, site and social experiences for the entertainment industry focusing on both online and real-world interaction. Responsible for the direction of junior designers in the production of various pieces.

MRM WORLDWIDE

ART DIRECTOR **NOV 2007 – FEB 2008**
NEW YORK, NY

Create interactive advertising and microsite concepts for Intel, from basic consumer-level processors to high-end enterprise technology.

MAGNANI CARUSO DUTTON

SENIOR DESIGNER **NOV 2006 – NOV 2007**
NEW YORK, NY

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.

STICK & MOVE

(NOW RED TETTEMER & PARTNERS)

ART DIRECTOR **NOV 2005 – NOV 2006**
PHILADELPHIA, PA

Bring creative and technical skills to a new agency in Philadelphia. In addition to leading digital work, I was the IT Department, Bumper Car Repair Guy, and Shelf Installer. Completed two 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.

PORTFOLIO & PERSONAL WORK

DANIELBOYLE.NET

SINCE 2003

A showcase of my professional design work, as well as personal projects including pro-bono work, design exercises, and physical creation.

EDUCATION

BFA, GRAPHIC DESIGN
THE COLLEGE OF NEW JERSEY

GRADUATED MAY 2003, MAGNA CUM LAUDE

Numerous artistic and academic awards, including the TCNJ Honors Program, Dean's List, and juried art selections.

SKILLS

Art Direction and Interaction Design for digital experiences (HTML/CSS, Flash, Touch, and mobile), Print Design, Identity & Iconography Design.

Proficient in Photoshop, Illustrator, Indesign, Flash (animation & ActionScript), hand-coded HTML/CSS and JQuery. Familiar with MySQL and PHP.