

DANIEL MADSEN

DESIGN + PRINT + WEB

PROFILE

With extensive experience as a creative designer, I bring a robust skill set honed during my tenure as Director of Creative Print Services at Sony Pictures Entertainment, where I collaborated closely with marketing and publicity departments. Additionally, I served as an Art Director for Wizard World Comic Con, overseeing 40+ shows.

My background demonstrates a proficiency in managing tight budgets and adhering to strict deadlines while delivering high-quality results. From concept to completion, I possess a keen aesthetic sense and the ability to generate innovative ideas across various platforms.

My expertise spans creative leadership, branding, media campaigns, and user interface design, making me well-equipped to contribute effectively to your team.

EXPERIENCE

SCIENCE OF SPORT | Creative Director

- Create and format STEM student and teacher workbooks, design event signage, and develop interactive displays
- Collaborate with renowned teams such as the LA Dodgers, Arizona Diamondbacks, New York Knicks, Chicago Cubs, San Antonio Spurs, and Los Angeles Kings
- Design and produce signage and printed materials for a golf tournaments

THE BENCH | Creative Designer

- Design graphics for event materials and social media platforms
- Design mock-ups for experiential events
- Create visually appealing decks and presentations
- Notable companies I've worked with include Nike, BMW, the Women's Sports Museum, and eToro

FREELANCE | Art Director / Creative Designer

- Establish and cultivate professional relationships with clients, vendors, and freelance partners, ensuring ongoing collaboration and mutual satisfaction
- Develop and execute creative strategies and brand identities from initial concept through to final implementation
- Craft premium websites, web banners, and social media assets.
- Conceptualize innovative designs for corporations, small businesses, the entertainment industry, and international comic cons
- Execute advertising campaigns spanning from web to print

WIZARD WORLD COMIC CON | Art Director

- Provided graphic design and interactive solutions within strict timeframes
- Effectively oversaw the development of visual assets, coordinating with both in-house and external resources, including junior designers and freelancers
- Led the design and production of marketing materials for both internal and external events

SONY PICTURES ENTERTAINMENT | Director of Creative Print Services

- Developed impactful, premium print and web materials for both marketing and publicity departments
- Oversaw the daily operations of a team comprising freelancers and interns
- Collaborated directly with printers to guarantee precise color and layout accuracy until the project's completion
- Directed photographers in creating concept composites
- Skilled in multitasking across projects with tight deadlines while upholding quality standards
- Extensively proficient in retouching and compositing images
- Consistently collaborated with film directors, producers, actors, and crews
- Contributed to over 200 films across Columbia Pictures, TriStar Pictures, Screen Gems, and International Films

MOUNTAIN NEWS | Photographer

CONTACT

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ADDITIONAL SKILLS

Energetic and enthusiastic individual with a warm demeanor and optimistic outlook

Exceptional abilities in time management and handling multiple tasks simultaneously

Exceptional attention to detail and a keen sense of composition

Proficient in illustration, drawing, and painting techniques

Professional photography expertise encompassing commercial, headshots, events, and portraits

TECHNICAL PROFICIENCY

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Wordpress

Adobe Acrobat

Microsoft Word

PowerPoint

Google Slides

Adobe Lightroom / Adobe Premiere

Photography (digital & film)

EDUCATION

Cal State San Bernardino

Graphic Design and Photography Major

The Art Institute of Southern California

Laguna Beach

Graphic Design Major

Cypress College

Graphic Design Major – AA degree

WEBSITE / PORTFOLIO

www.danielmadsendesign.com