DANIEL MADSEN

SENIOR GRAPHIC DESIGNER | ART DIRECTOR | CREATIVE LEADER

Creative Vision. Hands-On Expertise.

PROFILE

Senior Graphic Designer and Art Director with extensive experience in branding, marketing campaigns, digital design, and experiential graphics for leading entertainment, sports, consumer, and corporate brands. Former Director of Creative Print Services at Sony Pictures Entertainment, combining creative leadership with hands-on expertise in design, editorial, photography, and production. Experienced in bringing creative concepts to life across print, digital, and physical environments.

EXPERIENCE

THE BENCH | Creative Designer
January 2024 – Present

- Develop creative assets, event mockups, and environmental graphics for branded experiences, experiential activations, and digital campaigns.
- Design presentations, pitch decks, and social media content that communicate creative concepts and marketing strategies.
- Collaborate on projects for major brands including Nike, BMW, the Women's Sports Museum, and eToro.

INDEPENDENT / FREELANCE | Art Director / Creative Designer
July 2007 – Present

- Provide creative direction and hands-on design services for clients across entertainment, consumer products, corporate, and small-business sectors.
- Develop brand identities, advertising campaigns, websites, and digital marketing assets from concept through production.
- Create promotional materials and visual campaigns for corporate initiatives, consumer brands, and international comic conventions.
- Collaborate with clients, creative partners, and production vendors to deliver projects on time and within budget.

SCIENCE OF SPORT | Creative Director
January 2021 – January 2024

- Led creative development of STEM educational workbooks, interactive displays, event signage, and branded environments.
- Designed educational and promotional materials for programs involving the Los Angeles Dodgers, Arizona Diamondbacks, New York Knicks, Chicago Cubs, San Antonio Spurs, and Los Angeles Kings.
- Produced large-format graphics, environmental signage, and marketing materials for educational programs and sporting events.

WIZARD WORLD COMIC CON | Art Director
December 2013 – April 2016

- Directed the design and production of marketing and promotional materials supporting more than 40 comic convention events.
- Oversaw branded visual assets across print, digital, and event environments, maintaining creative consistency and quality.
- Coordinated junior designers, freelancers, and production partners to deliver projects under demanding event deadlines.

SONY PICTURES ENTERTAINMENT | Director of Creative Print Services
February 1995 – July 2007

- Directed creative print services for theatrical marketing and publicity initiatives spanning more than 200 motion pictures across Columbia Pictures, TriStar Pictures, Screen Gems, and international film divisions.
- Developed high-impact marketing materials and promotional graphics, collaborating with film directors, producers, talent, and marketing teams.
- Oversaw creative production operations, coordinating freelancers, photographers, and external production partners.
- Directed photography and executed advanced retouching and photo compositing for theatrical marketing and publicity campaigns.
- Collaborated with commercial printers to ensure color accuracy, production quality, and timely delivery across multiple projects.

CONTACT

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PORTFOLIO

www.danielmadsendesign.com

CREATIVE EXPERTISE

Brand Identity & Development

Art Direction & Creative Leadership

Digital & Social Media Design

Marketing & Advertising Campaigns

Experiential & Environmental Design

Editorial & Publication Design

Photography & Photo Retouching

Illustration & Fine Art

Print Production & Color Management

TECHNICAL PROFICIENCY

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe Premiere

Adobe Acrobat

WordPress

Microsoft Word

PowerPoint

Google Slides

Photography (digital & film)

EDUCATION

Cal State San Bernardino
Graphic Design & Photography

The Art Institute of Southern California
Graphic Design

Cypress College
Associate Degree, Graphic Design