

DANIEL MADSEN

DESIGN + PRINT + WEB

PROFILE

Over 20 years as a creative designer with 12 years of solid, high level creative and management experience as Director of Creative Print Services for Sony Pictures Entertainment working under the marketing/publicity departments. Most recently an Art Director for Wizard World Comic Con (40+ shows). Able to prioritize and manage tight budgets and strict deadlines. Aesthetic sense and knowledge to generate ideas from concept to completion. *Specific areas of expertise include: creative leadership, branding, media campaigns and user interface design.*

EXPERIENCE

WIZARD WORLD COMIC CON | Art Director

(DECEMBER 2013 - APRIL 2016)

- Designed and produced full range of collateral, including program guides, advertising and signage
- Delivered graphic design and interactive solutions with tight deadlines
- Successfully directed the creation of visual assets with internal/external resources such as junior designers and freelancers
- Directed and designed internal/external marketing materials for events
- Established identity guidelines for many facets of the company (logos, websites, apps)

FREELANCE | Art Director / Creative Designer

(JULY 2007 - DECEMBER 2013)

- Developed and maintained business relationships with clients, vendors and freelance artists
- Produced creative strategies and brand identity from concept to completion
- Created high-end websites, web banners and social network material
- Conceived creative designs for major corporations, small businesses and the entertainment industry
- Designed advertising campaigns from web to print
- Provided art direction for magazines (credit union, pet and sports)

SONY PICTURES ENTERTAINMENT | Director of Creative Print Services

(FEBRUARY 1995 - JULY 2007)

- Created effective, high-end print and web material for the marketing and publicity departments
- Managed a team of freelancers and interns on a day-to-day basis
- Worked directly with printers to ensure accurate color and layout until completion
- Directed photographers for concept composites
- Experienced with multi-tasking projects and short deadlines while maintaining high quality work
- Highly experienced retouching and compositing images (one-sheet finishing)
- Collaborated with directors, producers, actors and film crews on a consistent basis
- Contributed to over 200 films (Columbia Pictures, TriStar Pictures, Screen Gems and International Films)
- Implemented cost saving ideas from concept to completion

MOUNTAIN NEWS | Photographer

(OCTOBER 1993 - JANUARY 1995)

CONTACT

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www.madsenportfolio.com

ADDITIONAL SKILLS

Highly motivated worker with a friendly disposition and positive attitude

Excellent time management and multi-tasking skills

Superior eye for detail and composition

Skilled in Illustration, Drawing and Painting

Professional Photography (commercial, headshots, events & portraits)

TECHNICAL PROFICIENCY

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Wordpress

Adobe Acrobat

Microsoft Word

PowerPoint

Adobe Lightroom

Photography (digital & film)

EDUCATION

Cal State San Bernardino (1993 - 1994)

Graphic Design and Photography Major

The Art Institute of Southern California

Laguna Beach (1992 - 1993)

Graphic Design Major

Cypress College (1989 - 1992)

Graphic Design Major – AA degree

WEBSITE/PORTFOLIO

www.madsenportfolio.com