



# Danny Browning

Digital Art Director

 214.886.7841

 dannybrowning.org

 DannyRBrowning@gmail.com

 /danny-browning



## Education

Art Institute of Dallas

- Bachelor of Fine Arts in Graphic and Web Design

Dec. 2017



## Skill Set

- Proficient in Adobe® CC
  - Illustrator, Photoshop, InDesign, Dreamweaver, After Effects, XD
- Digital Design, Print Design, Packaging, Motion Graphics, Illustration, Email Marketing, Paid Media Marketing, Performance Marketing, Organic Marketing
- Figma, HTML, CSS, JavaScript, Wordpress, HubSpot, Mailchimp
- Experienced in remote work platforms
  - Asana, Wrike, Basecamp, Slack, Zoom, Teams, Dropbox, Google Drive
- Microsoft® Office – Word, Excel, PowerPoint, Outlook, OneDrive
- Hardware Platforms for PC and Mac including Mobile Apps, Tablets, and Laptops
- Comfortable working in a fast-paced, high energy environment
- Creative both individually and with a group; Military group lead experience
- Professional experience with all major social media sites and applications



## Experience

### Art Director | Canyon Ranch (Robert Half)

Apr. 2024 – Present

Led the creative direction for social media design, performance marketing, and email campaigns, driving measurable results through visually compelling content. Spearheaded motion graphics and video design projects, ensuring brand consistency across all channels. Collaborated closely with marketing and content teams to produce high-impact visuals for digital campaigns, integrating storytelling with design best practices. Utilized data-driven insights to optimize creative assets for various digital platforms, enhancing audience engagement and maximizing campaign performance. Consistently delivered innovative solutions that elevated the brand's digital presence.

### Art Director | Upper Quadrant

Nov. 2022 – Present

Played a central role in transforming marketing strategies into captivating visual campaigns. Leading a collaborative team of designers, I was responsible for orchestrating creative solutions that spanned print, digital, & video mediums. My key responsibilities included ensuring brand consistency, guiding creative direction, & developing eye-catching advertisements, layouts, & graphics. I successfully translated client objectives into visually compelling campaigns, leaving a lasting impact on the target audience.

### Art Director | KD Creative

Jan. 2014 – Present

Lead a team in transforming marketing strategies for clients in real estate, luxury home decor, home staging, & optical. Ensuring brand consistency and guiding creative direction, I've crafted visually compelling campaigns across print, digital, web, & video platforms. Successfully translating client objectives into impactful visuals, making a lasting impression.

### Senior Graphic Designer | ActivePure Technologies

Oct. 2021 – Nov. 2022

Design & animate graphics for digital marketing campaigns for numerous brands under Lux Enterprises. Work closely with art directors, marketing directors, & social media managers to create engaging content for B2B and B2C. Design, schedule, & coordinate product focus & training emails.

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## Experience Continued

### Brand Strategist & Graphic Designer | Studio B Dallas

Dec. 2017 – Mar. 2021

Successfully manage & coordinate graphic design projects from concept through completion. Work closely with clients to create vision, conceive designs, & consistently meet deadlines & requirements. Coordinate with vendors to meet all project requirements. Manage social media accounts, operational, quote/bid, & administrative functions.

### Graphic Designer & Marketing Assistant | South Oxford Management

Apr. 2017 – Dec. 2017

Design & create all marketing material for resident events, community specials, & social media ads for over 50 communities. Design corporate documents, manage & maintain social media accounts, design posters and collateral for corporate events, & assist with training.

### Graphic Designer | Chartwells Higher Education

Apr. 2016 – Feb. 2017

Produced all graphic design work for University of Texas at Dallas Dining Services & various other Chartwells higher education Universities. Designed creative layouts for a variety of poster sizes, web content, flyers, banners, & campus maps.