

# Dan Putnam



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## Skills

### Adobe Creative Suite

*Extensive Knowledge*

Photoshop, Illustrator, Dreamweaver, Indesign, After Effects, Premiere, Media Encoder, Dimensions, Bridge

### Web Design / Frontend Development

*Fundamental Knowledge*

WebFlow, Wordpress, Joomla, HTML, CSS, Figma, Sketch, GitHub, Jira, Confluence, SCRUM

### 3D Design

*Working Knowledge*

Blender, Maya, Adobe Reality Converter, Xcode, Rokoko, Spline

### Animation

*Working Knowledge*

Flash, Blender, Adobe Character Animate, Rive

### Other

*Fundamental Knowledge*

G-Suite, Microsoft Office, Airtable, Mailchimp, Slack

## Education

### Pinellas Technical Institute

1996-1997

Graphics Design Program

## Professional Summary

With over 25 years of experience in all aspects of design, I'm passionate about using my creativity to lead and craft designs that inspire fellow designers. My career has evolved from graphic designer to creative director, immersing me in digital design across various mediums, including illustration, graphic design, video production, photography, 3D design, and animation. I have a proven track record of leading design and development teams, consistently delivering projects on time and within budget while optimizing workflows to increase production without sacrificing quality. I'm skilled at adapting styles and techniques to suit diverse projects. As a creative director, I excel at bridging the gap between developers and designers, fostering collaboration and driving innovation. My experience and passion for design enable me to elevate the quality and efficiency of any creative department.

## Work History

### Grom Social Enterprises, Inc.

2015 - Present

#### Creative Director

- Crafted user personas based on our user data.
- Created custom UI/UX on web and mobile applications based on user personas.
- Oversaw and created all aspects of branding, product design, marketing materials.
- Authored company policies and ensured full COPPA compliance by working with compliance firms.
- Worked together with partners to create campaigns, mobile games, and content collaborations to grow user engagement.
- Spearheaded a two-year app revamp, leading a rebranding initiative with an in-house engineer and content manager.
- Led development team sprint cycles, ensuring deadlines were met.
- Expanded skills by learning Figma, Webflow, Blender, and AutoDesk's Maya to create 3D character designs, skeletal rigging, and animation to introduce new app features.

### Swellguided, LLC. - Redington Shores, FL

2012 - Present

#### Owner / Designer / Artist

- Founded and lead Swellguided LLC, a design company specializing in surf-inspired collections and coastal-themed designs.
- Provide freelance contract design services for clients, including branding, visual identities, product design, and marketing materials.
- Merge extensive design experience with a passion for surfing to create immersive, impactful designs.
- Collaborate with clients to infuse their brands with elements of the surf lifestyle.
- Deliver innovative and creative design solutions tailored to meet each client's unique needs.

## **Eastern Surf Magazine - Melbourne Beach, FL**

2008 - 2012

### **Art Director**

- Led a full restructuring of the art department, optimizing workflows and implementing cost-effective strategies to boost efficiency and product quality.
- Directed layout design for the magazine and internal website, ensuring a cohesive visual presentation.
- Developed in-house and client advertisements and launched marketing campaigns to drive engagement.
- Led the redesign into CMS platform and continue to manage the company website, maintaining consistent updates and functionality.
- Consistently met tight daily website deadlines while ensuring the print magazine was delivered on time every six weeks.

## **Clear Channel Outdoor - Largo, FL**

2006 - 2008

### **Senior Artist**

- Designed billboard layouts and developed creative outdoor campaigns, working closely with sales, marketing, and clients to generate innovative concepts.
- Led the introduction of digital media into the outdoor advertising market, enhancing campaign reach and effectiveness.
- Developed targeted marketing campaigns to attract new clients and increase brand visibility.
- Created extended billboard designs to elevate upscale brands and drive engagement.
- Collaborated cross-functionally to ensure cohesive messaging and impactful outdoor promotions.

## **DirectCity Media, Inc. (The Neighborhood Guide), New York, NY**

2005 - 2006

### **Freelance Graphic Designer**

- Designed and created advertisements for an informational magazine, enhancing visual appeal and reader engagement.
- Successfully revamped the magazine's layout, including covers, table of contents, and calendars, to improve overall readability and design consistency.
- Ensured cohesive branding and aesthetics across all magazine sections, contributing to a more polished and professional publication.

## **Cox Target Media (Valpak), St. Petersburg, FL**

2003 - 2006

### **Graphic Designer**

- Provided leadership in the development of Spec ads for Sales Reps in the field, ensuring timely delivery of high-quality designs.
- Managed a high volume of work while consistently meeting biweekly and monthly deadlines.
- Demonstrated expertise in InDesign, Illustrator, Photoshop, Adobe Acrobat, Streamline, Fetch, and database software to produce effective and visually appealing ads.
- Coordinated with sales teams to create spec ads that aligned with client goals and brand guidelines.

## **Cox Target Media (Valpak), Largo, FL**

1998 - 2003

### **Graphic Designer**

- Reported to the Graphic Supervisor, responsible for creating ad layouts and artwork.
- Utilized expertise in QuarkXPress, Illustrator, Photoshop, and database software to deliver high-quality designs.
- Played a pivotal role in the design and successful launch of Spec Ads for the company.
- Demonstrated strong design skills that contributed to recognition and advancement within the company's graphics department.