

## Dan Putnam

727-642-7002 | dan@swellguided.com | Redington Shores, FL 33708

[LinkedIn](#) | [Portfolio](#)

### Professional Summary

Creative Director and Brand Strategist with over 25 years of experience leading multidisciplinary design initiatives across digital, print, and experiential platforms. Proven track record in driving brand growth, enhancing user engagement, and delivering innovative design solutions. Adept at bridging the gap between creative vision and technical execution, fostering collaboration among cross-functional teams.

### Core Competencies

- **Brand Development & Strategy**
- **UI/UX Design & Optimization**
- **Cross-Functional Team Leadership**
- **Creative Direction & Art Direction**
- **3D Modeling & Animation**
- **Digital Marketing & Campaigns**
- **Project Management (Agile/SCRUM)**
- **Software Proficiency:** Adobe Creative Suite, Figma, Webflow, Blender, Maya, WordPress

### Professional Experience

#### Creative Director

*Grom Social Enterprises, Inc.* | 2015 – Present

Led the creative vision for a startup focused on social media awareness in educational settings.

- Developed comprehensive user personas to inform UI/UX design for web and mobile applications.
- Directed all branding efforts, ensuring consistency across product design and marketing materials.
- Collaborated with partners to create campaigns and content that increased user engagement.
- Spearheaded a two-year app revamp, leading a rebranding initiative with cross-functional teams.

- Implemented Agile methodologies to streamline development cycles and meet project deadlines.
- Expanded technical skills to include Figma, Webflow, Blender, and Maya for enhanced 3D design capabilities.

### **Founder & Lead Designer**

*Swellguided, LLC.* | 2012 – Present

Established a design studio specializing in surf-inspired collections and coastal-themed designs. [Reddit](#)

- Provided end-to-end design services, including branding, visual identities, and marketing materials.
- Merged extensive design experience with a passion for surfing to create immersive brand experiences.
- Collaborated with clients to infuse their brands with elements of the surf lifestyle.
- Delivered innovative design solutions tailored to meet each client's unique needs.

### **Art Director**

*Eastern Surf Magazine* | 2008 – 2012

Oversaw the visual direction and layout design for a leading surf publication.

- Restructured the art department to optimize workflows and improve efficiency.
- Directed layout design for the magazine and internal website, ensuring cohesive visual presentation.
- Developed in-house and client advertisements, launching marketing campaigns to drive engagement.
- Led the transition to a CMS platform and managed ongoing website updates.

### **Senior Artist**

*Clear Channel Outdoor* | 2006 – 2008

Designed and developed creative outdoor advertising campaigns.

- Created billboard layouts and collaborated with sales and marketing teams to generate innovative concepts.
- Introduced digital media into the outdoor advertising market, enhancing campaign reach.
- Developed targeted marketing campaigns to attract new clients and increase brand visibility.

### **Freelance Graphic Designer**

*DirectCity Media, Inc.* | 2005 – 2006

Redesigned and enhanced the visual appeal of an informational magazine.

- Revamped magazine layout, including covers, table of contents, and calendars, to improve readability.
- Ensured cohesive branding across all design elements.

## Education

### Graphics Design Program

*Pinellas Technical Institute* | 1996 – 1997

## Technical Skills

- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere)
- **Web & UI/UX:** Figma, Webflow, WordPress, HTML, CSS
- **3D & Animation:** Blender, Maya, Adobe Character Animator
- **Project Management:** Jira, Confluence, SCRUM methodologies