





ANDREW DANGER


Creative Art Director | Innovative Storyteller

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 Pasadena, CA, USA

SKILLS SETS

- Creative Ideation & Design
- Marketing & Public Relations
- Experiential & Exhibit Design
- Influencer Marketing
- AI Art Generation
- Packaging Design
- CMYK Print Process
- Digital Design
- Team Leadership

APPS & PROGRAMS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Firefly
- Adobe xD
- Midjourney AI
- Microsoft Power Point
- Google Slides
- Figma

ABOUT ME

I'm a California-based creative with 15+ years of experience in experiential design and public relations (PR). I love telling stories and can function in the morning without coffee, but I always work better with it.

From ground-up ideation to evolving existing campaigns, I've developed successful programs for brands like Barilla, Dell, Dove, eBay, Google, HP, Lexus, Lilly, Mars, Microsoft, PayPal, Salesforce, Toyota, Xbox, and more.

My work in PR has contributed to 100M+ media impressions and double-digit percentage increases in social mentions. I've also helped create exhibitions that attract 10,000+ visitors per show.

WORK EXPERIENCE

EDELMAN, Associate Creative Director

March 2020 – December 2024

Part of the national creative team in public relations. Concepted and executed North American campaigns for major tech, pharma, and consumer brands which has led to 100M+ impressions and double digit increases in social mentions.

SPARKS, Associate Creative Director

February 2015 – September 2019

Creative team leader and exhibition designer. Ideated and helped brand some of the largest tech conferences seen in the US including Salesforce Dreamforce and Google Next which attracts tens of thousands of visitors annually.

GEORGE P JOHNSON, Senior Graphic Designer

August 2012 – February 2015

Exhibition and show designer on major automotive brands including Lexus, Infiniti, and Scion.

FREELANCE & OTHERS, Freelancing

January 2008 – Current

All other past work history available upon request.

EDUCATION

California State University, Long Beach

BFA, Graphic Design

The Book Shop School For Ads

Art Direction & Copy Writing

REFERENCES

Available upon request