

# DARIUS FRANK

Washington D.C.

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## Summary

Creative strategist with 13+ years of award-winning experience at the intersection of art history, design, and human behavior. My approach blends academic insight with applied creative theory to develop solutions that resonate. Grounded in social science and equity-driven practice, I specialize in closing the gap between organizations and their audiences through meaningful, collaborative work. From pitch to product, I deliver thoughtful, growth-oriented outcomes with a sustained focus on diversity, sustainability, and long-term impact.

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## Professional Experience

### Art Director

Freelance – District Heights, MD

01.2019 — Present

- Led strategy, ideation, and development of essential marketing products and consumer-facing creative solutions, which **garnered afterwork and referrals**.
- Streamlined workflows using automation tools, and provided in-depth market analysis consulting on driving diversity and growth.
- **Worked with clients like Wirewheel, Curbio, The Cortical Group and Ryan Specialty, delivering results in short-term engagements;** succinctly advancing professional effectiveness.

### Senior Graphic Designer

Loopcore – Manassas, VA

04.2022 — 04.2024

- Instrumental in **developing and marketing the Office of Information and Technology's Brand Guide, providing resources on accessibility and growing 508-compliant literacy government-wide**.
- Enhanced customer satisfaction and engagement through dynamic vector-based animations, 3D motion graphics, and captivating illustrations.
- **Awarded multiple accolades in support of *The United States Veteran Affairs Office's* mission,** highlighting collaborative efforts and reinforcing confidence.

### Graphic Designer

Discover Technologies – McLean, VA

01.2020 — 01.2021

- Utilized illustration and agency design expertise to **modernize legacy systems, supporting *The Consumer Financial Protection Bureau's* mission**.
- Built strong relationships as a remote employee, effectively positioning myself as a collaborative asset and empathetic confidant.
- Supported User Experience (UX) design strategy by developing user tools with accessibility features, in accordance with 508 compliance standards.

## **Senior Graphic Designer**

**Atlantic Media** – Washington, DC

**10.2018 — 01.2019**

- Spearheaded marketing success by leading ideation and direction in collaboration with department leadership and junior designers.
- Sourced research and leveraged skills in web development and video editing to alleviate bottlenecks, **securing a contract with a Fortune 500 strategic account.**
- Provided design clarity and education through executive-level discussions on vision and scope.

## **Senior Graphic Design Manager**

**FiscalNote** – Washington, DC

**08.2016 — 09.2018**

- Excelled as **Art Director on “You’ve Got Issues,” a multichannel marketing campaign, amassing a 30% spike in sales funnel engagement and several closed deals.**
- Provided lauded peer mediation services and mentored summer interns, fostering positive interdepartmental collaboration as a manager.
- Contributed to procedural planning, simplifying go-to-market strategy and improving sales funnel retention and conversion.

**Senior Graphic Designer Manager – MOSAIC** – Cheverly, MD – **04.2016 — 08.2016**

**Lead Graphic Designer – Fishbowl** – Alexandria, VA – **08.2014 — 04.2016**

**Graphic Designer – Nat’l Education Initiative** – Bethesda, MD – **02.2014 — 07.2014**

**Graphic Designer – Create Expectations INC.** – Roswell, GA – **02.2013 — 08.2013**

**Graphic Designer (intern) – Six Half Dozen** – Alexandria, VA – **06.2012 — 10.2012**

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**Education** - Art Institute of Washington; **Bachelors in Fine Arts, Graphic Design** — 06.2012

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## **Awards and Recognition**

2016 Bombay Sapphire Artisan Series Grand Prize, Visual/Fine Arts

2023 Marcom Platinum award, Marketing campaign: “OIT Brand System”

2024 Viddy Gold Award, Non-Broadcast | Long form: VA Health and Benefits app - Secure Messaging

2024 Hermes Platinum award, Electronic, Social, & Interactive media | Video | Event: DigitalVA Expo

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## **Skills**

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| - Adobe Creative Suite (Photoshop, Illustrator, InDesign)  | - Illustration                        |
| - AI Tools (ChatGPT, Jasper AI, Adobe Sensei)              | - Typography                          |
| - Automation Platforms (HubSpot, Marketo)                  | - Motion Graphics                     |
| - Web Based Design Tools (Canva, Figma, Sketch, etc.)      | - Brand Management                    |
| - User Experience Design (UX, UI, IUI)                     | - Print Design                        |
| - Video Editing Tools (Adobe After Effects, Final Cut Pro) | - Project Management                  |
| - Visual Communication                                     | - Photography                         |
|  | - Problem Solving                     |
|  | - Marketing Automation                |
|  | - Social Media Marketing              |
|  | - Section 508 Accessibility Standards |