ANDREW DANGER

Creative Director (Art)

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Los Angeles, 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
- Canva

ABOUT ME

I'm a California-based Creative Director with 15+ years of experience across digital and print design, branding, experiential design, presentation design, and PR-led marketing. Proven leader in concepting and delivering high-impact creative programs for global technology, consumer, pharmaceutical, and automotive brands. Known for partnering closely with business development and project teams, leading creative vision across multiple accounts, mentoring designers, and owning work end to end—from ground-up ideation through execution. Delivered campaigns generating 100M+ impressions, double-digit increases in social engagement, and large-scale exhibitions seen by 10,000+ attendees per show.

From ground up ideation to evolution of existing campaigns. Previous successful programs include work for Barilla, Dell, Dove, eBay, Google, HP, Lexus, Lilly, Mars, Microsoft, PayPal, Salesforce, Toyota, Xbox and more.

DEMONSTRATED STRENGTHS

Creative direction and visual storytelling, executive and presentation design, experiential and exhibition design, integrated and PR-led campaigns, event and conference branding, earned media and social-first creative, influencer campaign support, packaging and environmental design, concept development, creative mentorship, cross-functional collaboration, and end-to-end creative ownership.

WORK EXPERIENCE

- **DANGERHIMSELF, Freelancer**
  January 2008 – Current
  Currently performing hybrid roles of presentation designer and creative/art director for various companies including Microsoft. All other past work history available upon request.
- **EDELMAN, Associate Creative Director**
  March 2020 – January 2025
  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.

EDUCATION

- **California State University, Long Beach**
  BFA, Visual Communication / Graphic Design
- **The Book Shop School For Ads**
  Art Direction & Copy Writing

REFERENCES

- Available upon request