

DANA DETRICK

w: krop.com/danadetrick | e: dana@brooklynresumestudio.com | p: (617) 312-7892

CAREER PROFILE

Combines over 10 years of expertise in art direction and design across print and digital content, with knowledge of front-end coding. Produces visually compelling designs with programming standards in mind, and with regard to usability and functionality. Applies advanced understanding of color theory gained through a fine arts background. Experienced in sourcing and supervising freelance designers, programmers, and vendors.

AREAS OF EXPERTISE

Art Direction | Design | Branding
Composition | Color | Production
Layout | Design Planning | Ideation
Web Design | Concepting | Presentation
Collateral | QA | Hosting | FTP
Cross-Browser Functionality | HTML
WordPress | Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Art Director, COMPANY CONFIDENTIAL

2007 – Present

Sole designer accountable for creating and maintaining the group's visual image and brand visibility across print and online marketing collateral, tour and album artwork, and identity systems. Coordinates with management team to design materials around upcoming tour dates, conceptualizing a distinct branded visual element for each tour and album. Establishes an overall aesthetic and design plan adapted across multiple platforms, in addition to driving brand design for LAMF & NDF independent fashion labels.

Art Director, Designer, SK DESIGN

2001 – Present

Guides brands in designing and structuring a cohesive, competitive brand identity and aesthetic, and curating online brand presence. Provides creative direction and leadership to outside design resources and vendors for photography, printing, and social media marketing. Select clients include: Ashley Roberts (Pussycat Dolls), DFA Records, Regina Spektor (Warner Brothers Records), Julian Casablancas, Marky Ramone, and The Doors (Of The 21st Century).

Creative Director, LCD SOUNDSYSTEM

2009 – 2011

Directed and implemented visual branding across album covers, tour art, and integrated marketing materials and website presence for James Murphy and LCD Soundsystem.

Art Director, EURO RSCG LIFE

2005 – 2006

Directed front-end design for the agency's pharmacology division, accountable for pitch delivery and oversight of freelance programmers. Leveraged advanced understanding of color theory to inject a modern look into objective, traditional healthcare-focused branding, and devise an innovative color scheme.

Interactive & Print Designer, INSOUND

2000 – 2002

EDUCATION

AOS, Communication & Interactive Design, PRATT INSTITUTE

2000 – 2002

BS, Cell Biology, VIRGINIA COMMONWEALTH

Coursework in Biology & Chemical Engineering, UNIVERSITY OF VIRGINIA