

D

DANI KILBY

ART DIRECTOR

Rochester Hills, MI 48307
danikilby.com

248-251-4170

danitwaro@gmail.com
linkedin.com/in/danikilby

SUMMARY

Creative and detail-oriented Art Director with over six years of experience in graphic design, animation, and video production for prominent brands like GMC, Buick, and ACDelco. Excel at crafting captivating visuals that effectively communicate brand stories through social media content, infographics, and broadcast productions.

Expertise spans typography animations, still asset design, and on-location shoot supervision. Committed to delivering high-quality content that aligns with brand messaging. Thrive in collaborative environments and possess a keen attention to detail. Passionate about learning and embracing new challenges, continually seeking innovative solutions to enhance visual storytelling.

WORK EXPERIENCE

LEO BURNETT, Detroit, MI

2018 – 2024

Art Director (2021 – 2024)

Advanced from Junior Art Director to Art Director by leveraging expertise in digital design to create engaging content for GMC and Buick's social media platforms, while maintaining high standards for visual storytelling. Developed innovative assets that effectively communicated brand messaging while adhering to platform specifications.

- Created visually compelling motion graphics and infographics and edited video content using After Effects, enhancing user engagement through strategic UX/UI principles.
- Collaborated closely with editors and cross-functional teams to ensure highest quality output for broadcast social campaigns, executing organic and paid social posts with consistent design standards.
- Oversaw on-location shoots as a second shooter, capturing high-quality stills and video content and producing a wide range of digital assets, including offer tiles, carousels, and news stories, to support comprehensive digital marketing initiatives.

Junior Art Director (2019 – 2021)

Collaborated with senior creative teams to develop and execute visually compelling advertising campaigns across digital, print, and social media platforms for high-profile clients, including GMC and Buick.

- Led design and production of key visual assets, ensuring alignment with brand identity and client objectives while maintaining high standards of quality and creativity.
- Conceptualized and designed diverse campaign elements such as motion graphics, infographics, carousels, and offer tiles, enhancing audience engagement and driving marketing success.
- Worked closely with cross-functional teams, including copywriters, strategists, and account managers, to deliver cohesive and impactful creative solutions that supported broader marketing goals.

Intern (2018 – 2019)

Leveraged critical thinking and digital design expertise to produce high-quality assets for social media, tailored to unique specifications of each platform. Supported creative teams in developing advertising campaigns for clients like GMC, Buick, and ACDelco, focusing on market research and digital content creation.

- Conducted market research to inform campaign strategies and enhance social media engagement across diverse platforms.
- Designed motion graphics, infographics, and digital assets in various formats, ensuring alignment with brand guidelines and platform specifications.
- Created offer tiles and carousel designs for digital marketing initiatives, enhancing brand visibility and engagement through visually compelling content.

OFFICE DEPOT AND OFFICEMAX, Detroit, MI

2016

Printer Operator

Utilized typography and layout expertise to design and produce custom print orders, from wedding invitations to instruction manuals, ensuring precision and client satisfaction.

- Consulted with clients to capture design preferences and provide tailored recommendations, producing high-quality, professional printed materials.
- Managed multiple print projects simultaneously, ensuring timely completion and adherence to specifications across a variety of formats and design styles.

MICHAELS, Detroit, MI

2014 – 2018

Customer Experience Manager (Interim)

Oversaw sales and customer service functions, focusing on enhancing store operations and customer satisfaction.

- Led team of associates, ensuring high standards of customer service and resolving customer issues swiftly.
- Conducted training on new products and customer service best practices, boosting team morale and service consistency.

Framer

Independently crafted custom frames, combining artistic vision with technical expertise to create high-quality, tailored pieces for customers.

- Consulted with customers on frame styles, matting, and finishes to match their artistic preferences and needs.
- Built and assembled custom frames with meticulous attention to detail, ensuring durability and aesthetic appeal.

Art Instructor, Customer Classes

Led art classes for community events and private parties, fostering a creative and engaging environment for all participants.

- Designed and taught tailored art classes for diverse groups, enhancing customer engagement and enjoyment.
- Provided hands-on guidance to participants, helping them build artistic skills in a supportive atmosphere.

BROSE, Detroit, MI

2012

Computer-Aided Design (CAD) Intern

Independently designed 3D and 2D models of fine motors and automotive components, supporting engineers in troubleshooting and optimizing parts for manufacturability.

SKILLS

Programs:

- Creative Cloud including Photoshop, Illustrator, Lightroom, After Effects, Adobe Premier Pro, Audition, In Design, XD, and Acrobat
- Figma, Canva, Caput, DaVinci, Word, PowerPoint, Excel, Google Docs, Google Spreadsheets, Google Slides, Fusion 360, AutoCAD, Autodesk Inventor, Catia

Industry Knowledge:

- Social media marketing, branding and identity, illustration, presentations, video post-production, spelling, grammar, color correction, motion design

EDUCATION

OAKLAND COMMUNITY COLLEGE, Oakland County, MI

Associate of Art/Science, Graphic Design (2012 – 2018)

- Specialized in branding and logo creation, delivering cohesive and impactful visual identities.
- Focused on photography and American Sign Language.