



Daniel Pradilla | Creative Director + Art Director

danielpradilla.com | dpgraphics@gmail.com | linkedin.com/in/pradaniel | 303-246-4698

Visual storyteller with a record of creating award-winning campaigns for national and global brands that exceed ROI expectations and influence pop culture. I'm passionate about driving social change through advertising, marketing, and communications. I'm also a fútbol fanatic, a passionate photographer, and a global traveler.

CORE COMPETENCIES

- Advertising and Marketing
- Branding and Identity
- Graphic Design
- Design Management
- Web and UX
- Art Direction
- Conceptual Campaigns
- Production Experience
- Creative Direction
- Presenting to Leadership
- Working Across Disciplines
- Strategic Thinking

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR | Freelance, Remote and On-site

2023 - Present

Key Clients: Noodles & Co, Snooze, Pfizer, Flowers by Eco, and United Nations Association of Boulder County.

- Contracted by FCB Chicago and Fortnight Collective.

CREATIVE DIRECTOR | WorkinProgress, Boulder, CO

2019 – 2023

Key Clients: Amazon, Jimmy John's, Mike's Hard Lemonade, Domino's, KitKat, Ad Council, T-Mobile, Nescafe, Colorado Native, Home Advisor, Hotwire, and Capital One.

PROJECTS:

- ▶ **Jimmy John's:** Devised memorable name for new sandwich launch ("Little John") and enlisted Lil' Jon as spokesperson, recognized by *AdAge* as "the most obvious celeb endorsement of all time."
- ▶ **Mike's Hard Lemonade:** Contributed to Mike's Harder Half & Half and Mike's Hard Freeze launches. Created reactive advertising piece in <48 hours to swiftly capitalize on viral "Cat Lawyer" video, connecting MHL with a pop culture moment to drive relevancy; generated 80+ pieces of global press and 4.1M earned media impressions.
- ▶ **Domino's:** Led creative development on a national Carside Delivery® 2-Minute Guarantee campaign, highlighting commitment to timely delivery. Partnered with DraftKings to launch first-ever bet based on company performance.
- ▶ **Seven-Word Lessons:** Launched Obie Award-winning outdoor campaign featuring new seven-word lessons daily on digital billboards in high-density housing markets to support teachers and engage K-8 students during COVID.

CREATIVE DIRECTOR | Freelance, Remote and On-site

2015 – 2019

Key Clients: McDonald's, Walmart, Ryder, Jetsmarter, T-Mobile, Beln Sports, Applebee's, Canary, Carnival, Embraer, Five Gum, Orbit Gum, Groupon, Kohl's, Krylon, Ocean Spray, Quaker, Verizon, and Wingstop.

PROJECTS:

- ▶ **McDonald's:** Devised Big Mac's 50th anniversary campaign (including Super Bowl spot) to halt declining sales and introduce 2 new sizes, yielding positive sales growth for the iconic product.
- ▶ **Walmart:** Co-created award-winning "Greenlight a Vet" campaign, delivering +1b earned media impressions; main competitors imitated the campaign following 3 successful years.
- ▶ **Ryder:** Liaised with CMO and VP of Advertising to create a new brand platform; crafted advertising and marketing strategy for various verticals and new products.

ASSOCIATE CREATIVE DIRECTOR | Crispin Porter + Bogusky, Boulder, CO / Miami, FL

2011 – 2015

Key Clients: Microsoft, Under Armour, Domino's, Mission 22, Arby's, American Express, Axe, Best Buy, Burger King, Coke Zero, Ekocycle, Fruit of the Loom, Jello, Old Navy, and Vitamin Water.

PROJECTS:

Continued...

- ▶ **Mission 22:** Creative directed an award-winning campaign that generated millions of media impressions for digital experience featuring David Guttenfelder’s photographs of homes where veterans committed suicide. The campaign was featured by Nat Geo, TIME and the BBC, and inspired important conversations about veteran suicide.
- ▶ **Under Armour:** Helped transform Under Armour from a football company to a basketball giant able to compete against Nike. Contributed to the launch of Spine new shoe technology featuring their roster of professional athletes.
- ▶ **Domino’s:** Collaborated with VP of Advertising and other stakeholders at Samsung, Twitter, and Ford to create \$3m series of 6 celebrity-laced spots showcasing novel ways to order pizza (text, social, wifi-enabled buttons, TV, car, etc.), positioning Domino’s as a “tech company that happens to sell pizza.”
- ▶ **Arby’s:** Creative directed and produced 30+ commercials hijacking the conversation around “freshness.” Developed “Saucepocalypse” effort, setting the pace for several moves solidifying Arby’s as a social media marketing leader.

EARLY CAREER (2005 – 2010)

Advertising Department Undergraduate Instructor | Academy of Art University

Art Director | Gyro International & Windmill Advertising

Jr. Art Director | Alma DDB & Verswyvel Advertising

Graphic Designer | SOS Graphics & Artemis Design Group

EDUCATION & CREDENTIALS

MASTER OF FINE ARTS (MFA) – ADVERTISING & ART DIRECTION

Academy of Art University, San Francisco, CA

**One Show Club scholarship recipient, Spring Show winner, Winter Show winner, Natl. ADDY Gold, Intl. Andy Awards Bronze*

BACHELOR OF SCIENCE – GRAPHIC DESIGN

The Art Institute of Ft. Lauderdale, Ft. Lauderdale, FL

**Magna cum laude, Best Portfolio winner, Logo Contest winner (Viva Gourmet, Stacole Fine Wines), HP Poster Contest winner*

SOFTWARE SKILLS: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier, After Effects) | Keynote | MS Office.

LANGUAGES: English | Spanish

TOP AWARDS:

- **Cannes Lions, Bronze (PR Category)**, Client: Mission 22, 2013
- **D&AD, Wood Pencil (Print Category)**, Client: Mission 22, 2013
- **Communication Arts, Award of Excellence**, Client: Mission 22, 2013
- **DMA ECHO Awards, Award for Social Action**, Client: iHomeless, 2010