

# DANILLO ESTRADA

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## OVERVIEW

Aspiring to be at the leading edge of design focused on entertainment based clients. Well versed in design principles and tools to perform them. With the capability of performing under deadline pressures. Experience includes Theatrical and Home Entertainment Key Art, Packaging, DVD menu design & Web design.

## EXPERIENCE

### OMELET

**DESIGN DIRECTOR (Multimedia) 03/10 - PRESENT**

Develop and conceptualize designs for traditional and non-traditional areas such as TV, print, radio, outdoor, interactive, viral, experiential, Web development and mobile apps.

### BLT & ASSOCIATES

**DESIGNER (Print) 02/08 - 11/09**

Develop and conceptualize designs for theatrical entertainment advertising collateral, which include: key art, one-sheets, advertising mailers, disc labels, inserts, et al.

### KUSTOM CREATIVE

**ART DIRECTOR (Print) 11/06 - 02/08**

Develop and conceptualize designs for theatrical entertainment advertising collateral, which include: key art, one-sheets, advertising mailers, disc labels, inserts, et al. I also developed and executed online promotions for home entertainment projects, such as: online banners and micro-sites.

### DEADLINE ADVERTISING

**DESIGNER (Print) 11/05 - 11/06**

I develop and executed designs for theatrical and home entertainment advertising, which include: key art, home entertainment packaging, advertising mailers, etc.

### HAMAGAMI/CARROLL, INC.

**DESIGNER (Print) 6/05 - 11/05**

Part of a team, I developd and contributed concepts based on set marketing criteria and strategy. Designed and conceptualized game packaging and advertising collateral for companies such as: Lucas Arts, Activision, EA, et al.

### TEDDY COMMUNICATIONS

**ART DIRECTOR (Print & Web) 2/01 - 6/05**

I was responsible for original layouts as well as overseeing the overall aesthetics and specs for 2 widely distributed magazines. I Created original campaigns for Trade-Shows and Business to Business conferences. I managed a production team of 3 designers and 2 production artists. Part of my job was also to create original ADs for various clients of the company on a monthly basis. I also QC'd all Blue-Lines and did press-checks when necessary.

### FOX/FOX.COM

**DESIGNER (Web) 12/00 - 2/01**

I developd ideas/comps for various television shows' websites with guidance from the Art Director, including: Ally McBeal, The Simpsons, FoxKids, X-Files, et al. I constructed websites from start to finish along with maintenance.

### FTM MEDIA INC.

**LEAD DESIGNER (Web) 9/99 - 10/2000**

I designed website GUIs for major broadcast stations, including: KROQ, LIVE105 & Y100, et al. This also included maintenance and banner design on a monthly basis.

### SONY PICTURES/

**COLUMBIA TRI-STAR INTERACTIVE**

**LEAD DESIGNER (Print & Web) 3/99 - 9/99**

I designed website GUIs, web banners, web-mailers for a variety of daytime soap websites. I also constructed web advertisement for all the Sony affiliated websites.

## EDUCATION

### PLATT COLLEGE

Associate's Degree: Graphic Design  
6/1997

### VIDEO SYMPHONY

Motion Graphics Program  
6/2005

## SOFTWARE

Photoshop CS4 • Illustrator CS4 • QuarkXpress 7 • InDesign CS4 • After Effects 7 • Boris FX • Adobe Acrobat • Dreamweaver CS3 • Fireworks CS3 • Flash CS3 • HTML • DHTML • Microsoft PowerPoint