

# DANIEL SMITH

## CREATIVE + MOTION DIRECTION

location : San Francisco, CA  
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### STATEMENT //

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Creative at the forefront of digital content creation for over ten years; equally adept at leading the ideation, design, and production of a project and driven by a passion for storytelling across all things digital.

### WORK EXPERIENCE //

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**AKQA ASSOCIATE CREATIVE DIRECTOR**  
aug 13 - present Led, executed and oversaw large parts of motion, video and animation projects. Concepted and drove creative. Worked collaboratively with multidisciplinary teams to deliver high profile work across all aspects of the digital space.

**AKQA MOTION ART DIRECTOR**  
jun 07 - july 13 Designed, directed, animated and edited a multitude of AKQA's industry-leading interactive work. Planned, supervised, and directed video shoots. Oversaw junior teams.

**EVOLUTION BUREAU SENIOR MOTION DESIGNER**  
jun 05 - jun 07 Created Flash, video and motion design for many of EVB's award-winning web and broadcast projects. Supervised shoots to ensure fidelity of video content and an efficient post-production process. Oversaw junior team. Collaborated with developers to find unique solutions to the creative concept.

**MOTIONPHI FREELANCE MOTION DESIGNER**  
sept 01 - jun 05 Freelance designer and animator for top advertising agencies and production houses across New York and San Francisco.

**FACE FORWARD SENIOR WEB DESIGNER**  
jun 00 - sept 01 Led project design and production for dynamic web projects on a variety of clients.

**APB NEWS JUNIOR DESIGNER**  
nov 99 - jun 00 Created and designed syndicated news content featured daily on a variety of portal and content sites.

### EDUCATION //

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NEW YORK UNIVERSITY	Graduated 2004	Master of Science, Digital Design
SKIDMORE COLLEGE	Graduated 1998	Bachelor of Arts, Biology

### SKILLS //

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Creative Direction	UI/UX Prototyping & Design	Sound Design
Motion Graphics & Design	Visual Effects	Music Supervision
Shoot Supervision	Storyboarding	Music Composition
Video Editing	3D Animation	