

Darcy Dahl  
design director

1664 Park Ave 2B, New York, NY 10035  
917-509-1659

20 years affecting singular solutions for a variegated list of clients, media, resources and budgets produced a proactive and versatile communicator wielding an exhaustive skill set and oversight into creative client-based with deep emphasis identity branding, media, interactive motion graphics, the operations of solution providers on user experience, design, social environments, video and print.

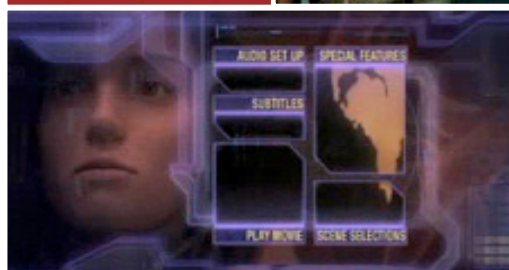
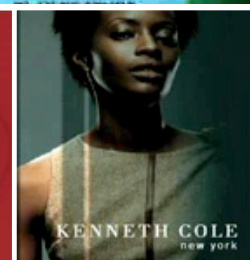
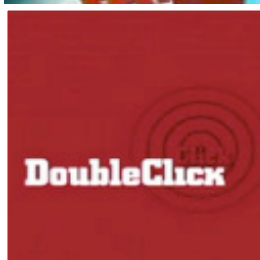


Objective

- Lead a team that identifies and realizes solutions for client identity goals.
- Apply a passion for developing environments that realize solutions to client requirements.
- Leverage 20 years of collaboration on creative solutions for video, interactive and print media.
- Satisfy a variety of market demands within exacting budget and schedule requirements while maintaining and advancing professional standards.
- Create a work environment that fosters creative communication and growth.



**Haven Arts**  
gallery



geiger  
mountmaking  design

## Work History:

### Independent Contractor – Identity Plans

1/2003–Present, Bronx, NY Illustration, motion graphics, branding  
Develop business identification plans. Logo Design. Style Guide.  
UX /UI Design and Implementation for web, interactive video  
(web, dvd) iPhone and POP kiosks (w/ social media, web, broadcast  
and print constancy). Content Management Systems (Drupal and  
Wordpress theming / CSS and PHP customization).

### Marketing Director

2007–2008, Haven Arts Gallery, Bronx • Branding, design: print, web  
Work with artists, curators and directors of gallery to develop strategy  
for and implementation of the marketing / branding needs of Haven  
Arts Gallery (including logo design, web design and implementation,  
print ads, flyers, posters, video and internet).  
Facilitate drawing lab - teach figure drawing.

### Design Director

10/2001 - 3/2002, Tapehouse Broadband, NY, NY  
Directed design of Broadband's corporate identity, logo, reel, and  
ancillary marketing materials.  
UX, Motion Graphics, supervised audio sessions, directed 3D  
graphics, compositing and editing.  
Collaborated with marketing staff to develop winning bids for  
contracts for DVD entertainment titles based on efficient, streamlined  
production methods while maintaining maximum design value.  
Worked with filmmakers on design of DVD, packaging, and ancillary  
marketing materials.

### Design Director - Coaxing the Muse

5/1999 - 10/2001, Zuma Digital, NY, NY  
As Director of Design after over a year as Zuma's principal independent  
contractor for design and motion graphics production:  
Moved company from dependence on DVD production towards the  
realization of a comprehensive design studio by increasing emphasis  
on value-added original programming, concept development, and  
broadcast graphics.  
Directed design of the award-winning DVD, Final Fantasy.  
Developed synergy with sales that was instrumental in establishing  
and maintaining accounts with Kenneth Cole, A&E Network,  
Columbia Tri-star, Sony, Fox Lorber, BBDO, and TIAA-CREF.  
Hired and trained the design/motion graphics staff.  
Refined client's goals and determined efficient routes to them,  
from budgets and scheduling to production with an advanced  
understanding of all the nuances of the DVD medium. Utilized a  
full spectrum of artists (from interns to Renderman shaders) and  
tools (from Photoshop to Inferno).





## Work History:

### Sole Proprietor • Freelance (Milestones):

1/1992 - 5/1999 • DDMS/13m NY/NY

#### '98-Zuma Digital

Hundreds of DVD Entertainment Titles - Design, supervising interactive motion graphics production.

#### '97-Yamamoto Moss

After Effects instruction and production.

#### '96-98 -Giraffe Films, Inc.

Digital Matte Painting and Special Effects Supervisor

#### '96-Epcot Center

AT&T kiosk - Design, "Director" programming, Script development.

#### '96-National Science Center

Alexander Graham Bell and Automobile Technology

Interactive Video Disk Kiosk - Creative development, design, illustration, motion graphics, 3D modeling, texturing and animation - Hired and directed production team consisting of voice talent, designers, programmers, 3D artists

#### '94-Mexico City Science Museum

Senses Exhibit

## Skills:

Communication

Budget, Time, Project, Resource, Team, Client and Asset Management

Design - Discovery

Illustration, Interactive Video, Motion Graphics, Presentation

Artist (CV available upon request)

## Software Related

Expert with Adobe's Creative Suite, including After Effects since CoSA. BBEDIT, Final Cut Pro, DVD Studio Pro, Shake, Maya, Electric Image, Quark, Powerpoint, Flash, Director, Microsoft's Project, OmniGraffle Pro, Filemaker Pro, Multi-Platform. Inferno, HTML, CSS, PHP, mySQL, Apache, Web Standards Junkie).

## Contact:

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Call or E-mail to request a reel and references.