

# DANIEL C. WIGGINS

creative direction + design | [www.dcwdesign.com](http://www.dcwdesign.com) | 919.215.0568 | [hello@dcwdesign.com](mailto:hello@dcwdesign.com)

## EDUCATION

---

### Pratt Institute

New York, New York  
MFA in Communication Design  
December 2012

### Appalachian State University

Boone, North Carolina  
BFA in Graphic Design  
May 2008

## SKILLS

---

- Brand Identity & Positioning
- Brand/Campaign Strategy
- Photo & Video Art Direction
- Website & Interactive Design
- Digital & Social Media Campaigns
- Presentation Design
- Creative Team Management
- Adobe Creative Suite
- XD/Figma

## INDUSTRY EXPERIENCE

---

- Real Estate
- Hospitality
- Luxury & Retail
- Fashion & Beauty
- Tech & Finance

## ADDITIONAL EXPERIENCE

---

### Adrenaline Agency

Senior Art Director, August 2018–Dec 2019

- Led identity and branding projects for agency clients including brand guidelines, website design, video and photography art direction, social media, digital and national OOH campaigns

### Resource Branding

Art Director, May 2017–July 2018

- Led branding projects and elevated the agency's RFP/New Business program helping the agency win over \$200,000 in new projects in a single year

### TSYS

Interactive Art Director, October 2015–May 2017

- Designed custom digital, web and mobile-first experiences for clients, partnered with development teams to implement product releases across devices, increased cardholder engagement and redemptions year over year

## PROFESSIONAL EXPERIENCE

---

### DCWDESIGN - Freelance Studio Practice

Creative Director/Principal, 2019–present

- Partner with clients and agencies to develop cutting-edge brand communications and across platforms and media (print, digital, social and packaging)
- Pitch original concepts for branded campaigns, product launches, event activations, photography and video shoots
- Create and release production-ready assets for print and digital verticals
- Manage and direct copywriters, designers and illustrators

**Clients:** Tiffany & Co., Douglas Elliman, Williams Sonoma, Hilton, IHG, Marriott, Grove Co., Bloomingdale's, J.Crew, InStyle, North American Properties, Rangewater, Bell Partners, Howard Hughes Corp., Spa Week Media

**Agencies:** Conway+Partners, Lloyd & Co., Badger Agency, Beyond Pixels, BRNDMKRS

### Douglas Elliman

Senior Art Director, June 2022–May 2023 (Freelance)

- Led creative concepts team at DE developing national campaigns across media (print, digital, OOH and social) for the Elliman brand
- Supported top Elliman agents with custom branding and marketing materials including email, websites, social media, pitches and presentations
- Partnered with internal teams to refine Elliman's luxury brand positioning across marketing verticals

### Conway+Partners

Creative Director, November 2021–June 2022 (Freelance)

- Managed and art directed a global creative team of 10+ designers, copywriters and production artists across international offices
- Led projects for hospitality and luxury real estate clients including brand development, website design, photo and video art direction, motion-based storytelling, marketing and social media campaigns

### Gap, Inc.

Senior Designer, August 2013–February 2015

- Designed seasonal campaigns across marketing verticals for digital, print and in-store marketing; designed custom window and in-store creative for Gap's international flagship stores

### Moroccanoil

Senior Designer, July 2012–March 2013

- Directed a global creative team of 5 designers and production artists, managed advertising calendars and released assets to publications, conceptualized innovative digital, print and social media campaigns, elevated marketing materials and established brand guidelines

### RTI International

Graphic Designer, July 2008–November 2010, May 2016–2018