



Daniel Swanick, Art Director

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A concept driven, smart thinking, multitasking, highly experienced Art Director. I have nearly a decade of experience creating digital and traditional integrated marketing campaigns from concept to final design. I approach every project from a strategic level and deliver engaging, conceptually driven ideas. I've worked along side, as part of, and led creative-teams, designers and developers. My tools of choice are pen and paper, but I can make a mouse and monitor sing too. I also have the ability to stay calm under pressure and work quickly to adapt to multiple client needs, including working in different styles.

EXPERIENCE

EDEN ADVERTISING & INTERACTIVE

Art Director/Graphic Designer, 2015 – 2016

While at Eden, I created original concepts and developed designs for brand identities, logos, print ads, brochures, responsive websites and other marketing materials. I learned about how to apply SEO strategies into website designs and digital marketing campaigns. I worked on multiple clients, both local and national, and completed all goals quickly and creatively.

THE BACKROOM AGENCY

Senior Art Director, 2010 – 2015; Freelance Art Director, 2009 – 2010

During my five and a half years, I manage multiple creative campaigns and complete branding projects from concept to creation. Representative clientele included everything from retail to home improvement, tourism and B2B, financial and a film festival. Multitasking on projects independently or as part of a team, I also supervised design and production staff, as well as mentored junior creative staff and worked directly with clients.

GWP BRAND ENGINEERING

Junior Art Director, 2008

EDUCATION

ONTARIO COLLEGE OF ART & DESIGN

AOCAD Diploma, Advertising, 2007

CENTENNIAL COLLEGE

Certificate, Visual Art Fundamentals, 2001

SKILLS



Copywriting and basic SEO knowledge.
Digital media and social media management.
WordPress, HTML and CSS knowledge.

www.danielswanick.com

