

DANIEL MORALES

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PROFILE

As a Digital Artist with more than seven years work experience developing awarded interactive branding products, I have combined artistic and technical skills in a high quality professional work.

PROFESSIONAL EXPERIENCE

Lead Flash Artist/ www.family.com

2007 – 2008

Los Angeles - CA

I am in charge of creating all the interaction for Disney Family portal Family.com. I am currently creating Adobe Flash prototypes and Motion Graphics implementation for the different Family sections. I team up with a group of content producers, software engineers and flash developers.

Freelance Artist / www.mayayo.com

2004 – 2007

Los Angeles - CA

I worked for multiple Interactive Ad agencies in Los Angeles, my role included art concept, storyboards and final layout for interactive content. Work closely with content producers, software engineers to ensure the successful release of the final branding product.

Clients included: Whittmanhart, MRM Partners, Disney.com, Warner Bros, Microsoft.

Makinita LLC / www.makinita.com

2001 - 2004

Miami - FL

Art Director / Game Designer

Lead a team of game designers and animators responsible for creating branding applications in projects aimed to screen-based platforms such as CD ROM and the Internet. In charge of game concept, game design and character design for online video games.

Clients included: Procter & Gamble (Crest, Head & Shoulders), Nestle, USA Network, US Army, Carnival Cruise Lines, and Watson Pharmaceuticals.

Fusion Networks Inc. / *Not longer operating*

2000-2001

Miami - FL

Lead Designer

Design interface web based products as part of the product development team. Responsible for the graphic conception (structure design, site architecture), and visual identity of software and multimedia applications; Leading a team of graphic designers in charge of the company's corporate image, print advertising, and corporate annual reports. Part of these print art work was published by the **Newsweek** magazine (Spanish edition, Vol. 5 /No 34) in its business supplement.

Clients included: Mc Donald's, Procter & Gamble (Head & Shoulders), Esmas.com, Mattel.

Red Colombia S.A. / www.redcolombia.com.co

1998-2000

Bogotá – COL

Senior Interface Designer

In charge of site structure design, interface design, animation, and graphic design for dynamic web based products. During this time, the company was selected to be the editor of the **INTERNET WORLD MAGAZINE** for Latin America and Caribbean; I was in charge of elaborating monthly article illustrations for the aforementioned magazine.

Clients included: Visa, Bavaria, S.A., Caracol Television.

GAME MENTIONS

El Ojo de Ibero América 2004 / Best Interactive Media Project 2004 – www.latinspots.com

Client: Ford Motor Co. / Zubi Advertising.

Online Game: Room for Five / Bronze Medal Interactive Media category

URL: <http://www.batanga.com/elefantes/registro.asp?ret=>

My role was to lead the art conception, concept design and animations of the game characters (5 cartoon characters wearing elephant outfits and playing different roles in order to present the new features of the Focus ST 2005).

VII Lápiz de Acero Award 2004

Client: Crest / Procter & Gamble

CD-ROM: Crest Magic CD-ROM / Nominated in the Interactive Media category

URL: www.makinita.com/crestmagic.htm (Downloadable version)

My role was to lead the art conception, concept design of the cartoon characters (Crest Mouse and the Tooth Fairy), animations and layout design.

Brand Business Building Awards Procter & Gamble, 2003

Client: Head & Shoulders / Procter & Gamble

Online Game: Prom paranoia / Nominated in the Best Brand Publicity category.

URL: www.promparanoia.com

In charge of creating the game concept, visual art, character design, and interface design (game interface, top 10, email invitation and market research surveys)

Brand Business Building Awards Procter & Gamble, 2001

Client: Head & Shoulders / Procter & Gamble

Online Game: Mission Refresh / Winner Best Innovation Campaign in Multicultural Marketing category

URL: www.promparanoia.com

My role was to lead the art conception, concept design of the cartoon characters, animations and interface design.

CARICATURE MENTIONS

This is part of my free time design work, time that I enjoy creating art works, caricatures and humor design. Some of them have been luckily honored in international humor contest and were donated to the International Museum of Caricature and Humor Art in Tolentino, Italy.

Tolentino Biennial International Festival of Humor in Art / Italy 1999 -1997 -1995

International Salon of Humor Piracicaba / Brazil 1998

International Festival of humor and Art CAFAM / 1994

EDUCATION

Fine Arts

Place: Universidad Jorge Tadeo Lozano, Bogotá, COL 1994

SHORT COURSES

Storyboarding for Film, Video and CD-ROM

Place: Central Saint Martins College of Art & Design, London, UK 2003.

Higher Intermediate Level of Grammar

Place: The London Skills Institute, London, UK 2003.

Miami Dade College ESL, Levels 3-4 and 5

Place: Miami Dade College, Miami, FL 2001-2002

Character Design and Humor Concept Design

Place: National Caricature College, Bogotá, Colombia 1994.

INTERNATIONAL CONFERENCES

Offline Flash Film Festival

Place: L'illa, Barcelona, Spain 2001.

URL: www.off.ws

Art Futura, 2001

Place: Centro de Cultura Contemporánea, Barcelona, Spain 2001.

URL: www.artfutura.org

ONLINE PORTFOLIO AVAILABLE AT: <http://dmorales.mayayo.com>