



# DANIEL CORNELIUS

## CONTACT

www.daniel-cornelius.com 

dcornelius1980@gmail.com 

303 476 1082 

danielcornelius 

## PROFILE

I am an experienced Senior Art Director working in Denver Colorado. My professional career spans multiple industries such as eCommerce, packaged goods, beverages and computer gaming. I have delivered successful marketing campaigns, point-of-sale, direct mail, customer relationship management and branding.

I leverage over 10 years of experience and an education from the Savannah College of Art & Design working on top tier accounts such as Neutrogena, Starbucks, Diageo, Coca-Cola, Electronic Arts, Camel and Nespresso.

## SOFTWARE PROFICIENCY

Adobe Photoshop •	Figma •
Adobe Illustrator •	Sketch •
Adobe Indesign •	Invision/Zeplin •
Adobe XD •	Understanding of HTML and CSS •
Microsoft •	

### Senior Art Director

Tracy-Locke // September 2021 to Present

- Extending brand standards to ecommerce websites (Starbucks, Neutrogena and Ferrero)
- Designing and implementing UI assets for the Starbucks and Neutrogena Brand, Art direction on photoshoots, and development ready mock ups
- Demonstrates consistently exceptional problem-solving skills through an ability to generate multiple solutions/creative concepts/layouts across all platforms

### Senior Art Director (Consultant)

Registria // September 2020 to Present

- Extending brand standards to responsive website mockups
- Working closely and collaboratively with the VP of Marketing, developers and project managers
- Designing UI assets that represents the Registria brand and product experience through visual comps, wireframes, flows and development ready mockups

### Interactive Designer

National Cinemedia // May 2018 to September 2020

- Managed multiple brand initiatives including Noovie.com, Noovie ARcade, Name That Movie and Fantasy Movie League
- Brand recognition climbed 5% across all demos with the largest gain being 20% in the 18-34 demographic
- Creative drove the purchase intent 86% after interacting with the Noovie game and campaign spot
- Lead initiatives including branding, web banners, microsites, email and presentations

### Art Director

Merkle Inc. // August 2011 to April 2018

- Provided brand leadership on initiatives including Nespresso, Royal Caribbean, Walmart, Nationwide, Loews and EA Sports
- Was primary contact between strategy, business and creative
- Lead projects including branding, web banners, microsites, email and direct mail
- Manage multiple brands while meeting all deadlines and staying within budgets
- Oversee the brands' projects from concept to print and HTML development
- Functioned in a client facing role by presenting concepts and designs

### Art Director

BFG Communications // January 2006 to July 2011

- Created conceptual designs for multiple brands including Camel, Diageo, Coca-Cola, Universal Studios and the Hilton Head Hospital
- Manage multiple brands while meeting all deadlines and staying within budgets