

## EXPERIENCE

### PIXELETTE STUDIOS | Berkeley, CA

APR 2010 - PRESENT

#### Freelance Art Director | Motion Designer | Flash Designer & Developer

I have loved being an integral part of this small but dynamic studio during my 5+ years contracting—getting to play multiple roles and seeing projects through from infancy to delivery. With our team I have primarily conceptualized, designed and developed for Standard Flash and Rich Media advertising—either in Flash or HTML5, Site Takeovers, Social Media Ads & Applications, Game Design, Websites, and Audio/Video Editing and Design. Additional roles have included social marketing, digital and physical marketing ideation, copywriting, production and much more. Our primary Fortune 1000 clients include Warner Bros (Domestic, International and Home Entertainment), Fox (Theatrical, International and Home Entertainment), BBC America, Netflix, Clinique and Ademars Piguët.

### H & L PARTNERS | San Francisco, CA

AUG 2014 - JUN 2015

#### Freelance Senior Designer & Flash Developer

As a larger firm, H&L has offered a fun change of pace from small team dynamics and has contracted me to concept animation and develop Flash ads for four different Toyota campaigns and one campaign for Pharmaca (over various 2-3 week intervals during this time period). I have always finished within scope, under time and exceeded expectations.

### ATTIK / DENTSU | San Francisco, CA

MAY 2012 - JUL 2014

#### Freelance Senior Designer & Flash Developer

Another larger firm which contracted me to storyboard, concept animation, and develop Rich Media and Standard Flash advertising for twenty-seven Scion campaigns and updates. I worked with five different producers over this time period and have always finished within scope, under time and exceeded expectations.

### VOCAL MARCOM | Los Angeles, CA

JUN 2007 - OCT 2012

#### Freelance Art Director and Web Developer

Vocal Marcom provided me with a vast diversity of projects and undertakings including their entire brand experience and website, contest microsites for America's Next Top Model and Pussycat Doll shows, a logo for Snoop Dogg, branding collateral for Cesar Dogfood, prototyping products, managing street team marketing teams, directing photo shoots, working with 3-d modelers, and managing contracting designers and production artists.

### KNI INTERACTIVE | San Francisco, CA

MAR 2006 - SEP 2011

#### Freelance Senior Designer, Motion Designer, and Flash Developer

With Kurt Noble and his small groundbreaking team I primarily conceptualized, designed and developed for rich media and standard Flash banner ads, microsites, and games for clients Hyundai, HP, Sprint, Vlasic, US Cellular, Commonwealth Bank, Hilton Hotels, Hong Kong Tourism, Dane Cook, Specialized Bicycles, HDVDV, RedBull, and more.

### BUCHANAN DESIGN | San Diego, CA

MAR 2004 - SEP 2005

#### Senior Designer

Buchanan has given me the opportunity to concentrate on corporate conceptual work from inception to end including entire branding systems from logo through website as well as work with small local brands, non-profits, wineries, restaurants, etc. Working primarily in print I developed logo and identity standards, marketing collateral, editorial concepts and magazine spreads, multi-page catalogs and books, ad campaigns, apparel design, annual reports, trade-show booths, environmental design work, and more.

### THE UPPER DECK COMPANY | Carlsbad, CA

SEP 2002 - DEC 2003

#### Designer

Created visual concepts for numerous sport and entertainment trading card launches as well as many other promotional, environmental, and packaging products. Here I was able to experiment and master nearly every print technique including die-cuts, holograms, embossing, foil stamping, metallics, spot UVs, flocking, embedded patches, and more.

### ELLEN BRUSS DESIGN TEAM | Denver, CO

MAR 2000 - JAN 2002

#### Designer

Designed, organized, and managed an extensive array and variety of work that includes the logo and identity for the Museum of Outdoor Arts, signage, marketing collateral and advertising for the affluent Cherry Creek shopping district, and the initial re-branding and look for the firm including its website (which was my first of many).

## DARYLL PEIRCE

ART DIRECTOR | SENIOR DESIGNER  
MOTION DESIGNER | ANIMATOR

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## OBJECTIVE

To employ my diverse background for enriching design and motion engagement in collaboratively driven team atmospheres with our collective sights set on ideal solutions for both our clientele and our team.

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## EDUCATION

Bachelor of Fine Arts (Honors)

Rocky Mountain College of Art & Design (1996 - 2000)

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## SKILLSET

Interactive: Sites; Standard, Rich Media and Takeover Campaigns; UX and UI; +

Motion Design & Rapid Prototyping

Print: Advertising; Branding; Identity; Multi-Page Book Design; Packaging; Signage; Editorial; Collateral; Apparel; +

Marketing: Campaign Ideation; Reach; Social & Physical Strategies

Hand Illustration & Typography

## SOFTWARE

Illustrator; Photoshop; InDesign  
Flash; Fireworks; Media Encoder  
Google Web Designer; Edge Animate  
GreenSock AP; Acrobat; Excel;  
Sizmek, Doubleclick, Flashtalking  
Platforms; +