

DANIEL PRICE C.V.

+44 (0)7960 996 838
danprice84@gmail.com

87 Western Rd
Tring, HP23 4BN

DOB 29/01/1984
Full driver's license held

For examples of my work,
please visit: dan-price.com

References on request

ABOUT

I am an award-winning editor and passionate multi-disciplinary director and creative with a background in graphic design, art-direction and experiential design with of over 10 years industry experience. I previously worked as lead-creative for installation creative agency Jotta for five years before co-founding DDAANN Studio, a film, animation & experiential design company. I now direct, edit and animate independently but have decided to move back into a fulltime position and am currently seeking the right role.

I am a highly skilled creative across many fields, with a thirst for refined execution, knowledge, innovation and experimentation in them all. I have a deep attention to detail and always put a project's outcome above all, happy to go above and beyond when necessary. I am comfortable directing or leading projects, coming up with original concepts and treatments, but also happy working as part of a wider creative team with collective goals where my skillset and understanding of workflow allows me to offer broad insight or assume many creative roles with confidence. I love investigating and breaking a project down, figuring out the best production methods to use.

As an artist, I am compelled by themes around unconventional science fiction and driven by original ways to combine live-action and animation, blurring digital and "live" techniques. I have experimented extensively with rear and front projection techniques and invented the "Dreamport", a 360 animated video-booth.

Key areas of professional experience: video direction & production, creative direction, art-direction, video editing, cinematography, animation (both digital and stop-motion), set design and build, photography (studio, event, travel), storyboarding, graphic design & typography.

Software I use regularly: After Effects, Premiere Pro, Media Encoder, DaVinci Resolve, Adobe Photoshop, Illustrator, InDesign, Sketchup. Currently learning Cinema 4D.

PROFESSIONAL EXPERIENCE

2016 - 2017 **Freelance editor and digital animator**

Clients include: Pfizer, Digitas Health, DDB Remedy, McCann Health

Directed, art-directed, edited "Kill It Off" music video for Oritsé (of J.L.S. fame)

2016 **Radar Music Video Awards Best Editing** for "Lazarus" music video

2014 - 2016 **Co-founded film & animation company DDAANN Studio LTD.**

Animation & Editing clients: Unilever, Protein, Bacardi, Wagamama, Call of Duty, Converse, Blurp, Xbox, Jotta, Pfizer, Southbank Centre

Created new interactive video booth - "Dreamport" - showcased at Bacardi Triangle Festival.

Directed, art-directed & edited "Lazarus" music video for VV Brown

2013 **Directed and art-directed** "The Apple" music video for VV Brown

2009 - 2014 **Lead-Creative at Jotta.**

Key roles: Creative direction, video direction, digital animation, video editing, installation design, experiential design, photography, graphic design & typography, set design & build, pitch and treatment creation.

Clients include: Sony, Intel, Unilever, The Barbican, Latitude Festival, CASS Arts, Matches Fashion, Joseph, The V&A.

2011 **Art-directed** series of experimental "how-to" videos for Sony, showcasing the Bloggie camera

Directed, produced & edited "Children" music video for VV Brown shot on-location in LA.

2007 - 2009 **Freelance graphic designer, maker & photographer.**

Clients include: Historic Royal Palaces, Life Clubs, Vital Arts

"Going by Greyhound" USA photography expedition, **exhibited at Sassoon Gallery.**

2006 **Graduated from Camberwell College of Arts** studying Graphic Design

SELECTED PROJECTS



SONY

[View video here](#)

Live installation I conceived and art-directed whilst at jotta for the European launch of the Sony Xperia Z phone. We worked closely with Kuka Robotics to create this synchronized paint-pouring “dance”, combining lasers and live video projections from robot-mounted cameras.



DREAMPORT

[View video here](#)

First commissioned by Bacardi for their Triangle Festival in Puerto Rico, The Dreamport is a unique video booth that puts users in the centre of their own animated 360 world which they can share on social media.



VV BROWN

[View video here](#)

Music video for VV Brown’s track “Lazarus”. Lazarus is the story of “life restored after death”. This simple but powerful theme underlies and informs the visual narrative of the video by both simultaneously “destroying” the picture digitally, and “restoring” the ruined set in-camera as the song develops.