

# DANIEL PRICE C.V.

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References on request

## PERSONAL SUMMARY

I am a passionate multi-disciplinary creative and award-winning video editor with a professional background in graphic design, art-direction, video direction and experiential design with of over 10 years industry experience. I am currently art director for Bompas & Parr (global leaders in multi-sensory experience design), having previously worked as lead-creative for experiential creative agency Jotta for five years before co-founding DDAANN Studio, a film and animation company. I've directed videos for international artists and freelanced for global ad agencies.

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, and love being 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.

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

**Software I use professionally:** Adobe CC, After Effects, Premiere Pro, Davinci Resolve, Sketchup

## PROFESSIONAL EXPERIENCE

2017 - pres. **Art director for Bompas & Parr**

**Key roles:** Creative output strategy, overseeing all art direction including live activations, graphic design, video and photography lead, client pitching and presentation, online social content strategy & creation, production management. Leading a team of three creatives and working closely with company directors to realise projects, consulting with events team, commissioning collaborators.

**Clients include:** Diageo, Omega, Hilton, Hendricks Gin, Museum of Sex NYC, UCL, British Museum of Food, Edrington, Captain Morgan.

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.**

**Key roles:** (Aside from all film-making roles) Client management, budget creation, project management, book-keeping, self-promotion.

**Clients include:** 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

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

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

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

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

2011 **Art-directed** series of experimental 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 2:1** studying Graphic Design