

Dane LaChiusa | Visual Strategist | dane@thedanishembassy.com | 917.647.6149



Freelance Art Director | 2007 - present

Red Bull, Blink Fitness, Gnu Foods, MediaCom, Progressive, P&G: Gain, Tide Pods, Bounce Dryer Bars, Gilead Sciences, Jumeriah Essex House, Leslie+Lohman Museum, London Fog, Extra Mile, KidsHealth.org. Recent projects include the launch of new drug designed to cure Hepatitis C; a mobile scavenger hunt project branded by Red Bull; and worked with Gnu foods on the launch of three new flavors of Gnu bars. Responsibilities included several facets of brand development including naming, packaging, illustration, web design, and promotional materials.

Art Group Supervisor, Edelman | 2004 - 2007

Kerr McGee, Samsung, Time Warner, LowerManhattan.info, and Biotechnology

Oversaw concept development, design, managed freelancers, photo shoots and production on all accounts within boutique ad division of parent company. Lead creative development of integrated advertising campaigns including collateral and print ads for consumer and trade. Took part in the creation of design interfaces, digital marketing, online advertising, and the integration of word-of-mouth, buzz, and social media strategies.

Senior Art Director, Publicis | 2003 - 2004

Fuji, SNET, Garnier Fructis.

One of the lead creatives on all accounts, developed print, digital, and direct mail initiatives.

Senior Art Director, Agency 212 | 2001 - 2003

Loews Hotels, Random House, Ellen Tracy, FIT, Departures Magazine

Helped pitch and win key pieces of business, spearheaded new campaigns.

Art Director, DIGO | 1997 - 2001

MasterCard, SunTrust, Comcast, Alexandra & Nicolay Chocolates

Gained extensive experience building brands and helping clients break through the clutter. Responsible for concepting and developing advertising and marketing materials across all media. Delivered creative presentations for clients and new business. Managed people and projects. Took insightful ideas and married them to stellar design.

Art Director, Kirshenbaum, Bond + Partners | 1992 - 1997

Snapple, Kenneth Cole, Blimpie, The UN Project, Columbia House

Reported to Richard Kirshenbaum, Jon Bond, and Bill Oberlander. Surrounded by brilliant, competitive, hyper-creative people. Helped create award-winning advertising working side-by-side with visionary brand planners and relearned the art of brand-building from the inside out.

Art Director, Doner & Co. | 1989 - 1992

Little Caesars Pizza, Detroit Free Press, Vlastic Foods, Eckerd Drug

Junior Copywriter, Y&R | 1987 - 1988

Ford Motor Company, Lincoln Division, Motorcraft Parts

School of Visual Arts, BFA

Studied art and copy under advertising legends Patrick Kelly, Helayne Spivak, Ron Travisano, Sal DeVito, and Ron Berger.

Skills

20+ years experience as a senior level art director. Proficient at print and broadcast production and familiar with the digital landscape. Experienced visual strategist adept at extrapolating brand dna and pioneering innovative approaches to strategic positioning. Excellent skills in Adobe Illustrator, Photoshop, and Indesign. A working knowledge of exporting EPUB for web and mobile devices. Excellent written and verbal communication skills. Well organized with the ability to manage multiple projects with stringent deadlines and shifting priorities.