



Double Dog PRODUCTIONS

2741 W. Jerome St.
Chicago, IL 60645
(773) 480-6732

doubledogproductions.dani@gmail.com
<http://doubledogproductions.com>

RESUME

DoubleDog Productions Chicago, IL
1991-Present Title: Principal, Designer-Web Developer

IdeaMedia Communications, LLC Delray Beach, FL
2008-2009 Title: Creative Director, Designer-Web Developer

Advocacy Solutions, LLC Delray Beach, FL
2005-2007 Title: Creative Director, Designer-Web Developer

Scrubs Creative Group, LLC Oakbrook, IL
2002-2005 Title: Partner, Designer-Web Developer

Kurtzman+Slavin Communication Northfield, IL
1995-1996 Title: Assoc. Creative Director, Senior Art Director

Foote, Cone & Belding Chicago, IL
1983-1991 Title: Senior Art Director

CLIENTS & BRANDS

the Ounce of Prevention Fund (2017, Present) Developed online annual report for this charitable foundation.

Ian Ryan Interactive (July-October 2017) Project Management, Proofreading, and Quality Control on 40+ videos for the Radiological Association of North America.

VoiceZam (May - June 2017) Designed branding and UX/UI wireframing for this SaaS application

Gresla Architects Inc. (June 2016-Present) Designed and developed custom Wordpress theme for this architectural firm specializing in hospital, commercial and residential spaces

Kaplan Performance Solutions (2016) Created PowerPoint for Kaplan's Business to Business division to present to Fortune 500 companies

Zebra (2015-2016) Created brochures and technical Illustrations for this cutting edge micro-printer, scanner and point-of-purchase technology company.

LA-CO Industries (2014 - 2016) Designed graphic and gritty industrial print and digital advertising, landing pages, promotional materials, wall graphics and trade show booths and displays for Markal and Tempil, leaders in the manufacturing of markers for the welding, construction and heavy manufacturing industry.

Daily Herald, Subscriber Total Access (2012-2013) Developed digital and newspaper advertising, custom QR codes, and website landing pages for this 400,000+ daily circulation newspaper bringing news and special events to the web, tablets and mobile devices.



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CLIENTS & BRANDS (CONT.)

Mark Vend Co. (2012) Created PowerPoint for vending purveyors Mark Vend Co. to Coke and Mondelez.

Out of Home Advertising (2012) Created new logo, custom QR codes, as well as aerial, bus, digital animated bus shelter and fixed, billboards for this new division of the Outdoor Advertising Association of America.

Duncan Entertainment (2011- Present) Designed, developed and coded a website for this award winning photographer, documentary film director, producer, writer and adventurer.

GWC (2006 – 2007) Developed, designed, and produced branding, print and TV advertising and website for this large Chicago personal injury law firm resulting in significant business growth via click-through, tracking and case follow-up.

Cooney & Conway (2006 – 2007) Created print advertising for this Chicago law firm specializing in the litigation of Mesothelioma cases. This advertising resulted in seven new cases which contributed to this firm's earning over \$45 million in settlements in '06.

Burrito Beach (2002 – 2005) Created an animated Flash intro and website for this fast-growing, fresh-mex restaurant featuring catering and online ordering.

Motorola (2003 – 2007) Provided design, illustration, and PowerPoint presentation services to this global technology leader in the following product brands and categories:

- Canopy - Municipal Broadband Solutions
- Lifecycle Services
- Marketing and Engineering Solutions

Rynne Marketing Group (1991 – 2001) Created print and TV advertising for this healthcare marketing firm. As a result of my work Rynne won numerous awards for excellence in Healthcare advertising.

The Steppenwolf Theatre Company (1995) Commissioned to design, illustrate and produce an 8' X 78' digital mural for the Steppenwolf Theatre Company, to commemorate their 20th anniversary season.)

W.W.Grainger (1993-1996) Worked as a consultant designing and illustrating direct mail brochures for this national industrial supply company.

Proctor and Gamble (1991-1992) Created print and TV advertising for this packaged goods giant while consulting for TLK Worldwide on the following brands:

- Lean Cuisine
- Vidal Sassoon Hair Care Products



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CLIENTS & BRANDS (CONT.)

S.C. Johnson (1984 – 1991) While at Foote, Cone & Belding Advertising (Now Draft FCB) I created and produced print and television advertising for the following brands and product categories:

- Furniture Care
- Raid Insecticides
- New Products

Kraft General Foods (1984 – 1991) While at Foote, Cone & Belding Advertising I created and produced print and television advertising for this global packaged goods corporation working on the following brands:

- Miracle Whip
- Barbecue Sauces
- Celestial Seasonings Teas
- Macaroni & Cheeses
- Parmesan Cheese
- Corporate Advertising
- New Products

COMPUTER PROFICIENCY

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Applications Adobe CC Photoshop, Illustrator, InDesign, Premiere and AfterEffects, Sublime Text, Sketch, Keynote, PowerPoint, and MS Office

Coding Languages/Frameworks HTML 5, CSS 3, Bootstrap 3, Wordpress, Sass, PHP, MySQL, Actionscript, Javascript, jQuery, and Git

System and Server Platforms Macintosh, Apache and UNIX

AWARDS

International Typographers Association – Finalist
(Kraft Grated Parmesan campaign)

International Advertising Festival of New York – Finalist
(Marquessa Chocolates)

Tellys – 7 gold, 3 silver

ACADEMICS

University of Wisconsin, Milwaukee
Milwaukee Area Technical College
College of Lake County
Spertus College of Judaica



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REFERENCES

Eric & Madhu Gresla Gresla Architects, Inc., Client
(773) 616.7988

Nadine Tosk Nadine Tosk Communication Inc., Client
(847) 679.3984

Adam Kaufman Kaufman & Friends, Client
adam@kaufmanandfriends.com,
(323) 481.7580

Bill Brichta Shape Strategies, Client - bill@shapestrategies.com,
(312) 316.0701

Bill Youmans Film Director- Bill Youmans Productions, Client, President,
JDVIP, TitanFirst, Idea Media Communications, Advocacy Solutions LLC,
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