

Darren Allen-Dunn.

Freelance Creative Director.

About.

My name is Darren. I partner with artists, companies, and brands to imagine and produce creative concepts and art direction for exceptional visual experiences. This includes advertising, graphic, and web design as well as social media, commercial and video production.

Skills.

Creative.

14+ years of design, marketing and project leadership experience in corporate and social environments. I've handled creative direction, branding, graphic and web design, product implementation and rollout, brand initiatives and special events.

Management.

I've worked with variously sized businesses to create targeted concepts for increased brand recognition with extensive experience managing large teams of diverse personalities in deadline driven environments.

Software.

Mac OS, Windows, Adobe Creative Suite, Adobe Acrobat Professional, Final Cut Pro Mac OS, Microsoft Office, PowerPoint, Windows, WordPress, CSS, HTML, JavaScript, PHP

Hobbies.

Art History, Biking, Books, Digital Art, Films, Galleries, Live Music, Non-Profit Fundraising, Photography, Running, Volunteering

Experience.

Creative Director.

2005 to Current

As a Creative Director, I've helped conceptualize, develop and implement the branding, online presence and advertising of several artists, designers and musicians as well as small and medium sized businesses. In order to successfully build my portfolio and client relationships, I've:

- Communicated with clients to understand requirements and develop proposals in order to conduct pitch presentations and gather ideas;
- Maintained client collateral and online assets with the goal and focus of establishing on-going project work and development;
- Directed complete project lifecycles, developed project scope, met all project milestones, and operated within set budgets to deliver final products to clients.

A sampling of my work can be found at www.darrenalldunn.com

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Experience (cont).

Associate Product Manager.

InterCall
2012 to 2015

InterCall is the largest conference and collaborations service provider in the world and a leading provider of global cloud-based unified communications services. During my three years as an Associate Product Manager, I:

- Led the marketing and development teams responsible for the creation and implementation of a highly visible global rollout strategy for the mobile app MobileMeet (a mobile conferencing application for iPhone, iPad and Android devices), its white label counterpart (SmartMeet), and legacy BlackBerry app, Mobile Assistant;
- Led the development of all content and copy for global marketing collateral associated with MobileMeet, SmartMeet & Mobile Assistant for inclusion online and in print; ensuring proper localization of finished materials;
- Was responsible for the creative direction, scripts and production of product tutorial videos featured on YouTube, InterCall.com and distributed internally for training;
- Coordinated and led the team responsible for beta and early adopter phases of MobileMeet, SmartMeet and Unified Meeting 5 (a desktop conferencing and collaboration tool); engaging with customers as a frontline contact and compiling feedback used by development and customer service to improve performance;
- Worked directly with the Senior Corporate Training team as well as Direct and National sales teams hosting conference sessions to introduce current and new products as well as nourishing the relationship between management, development and sales.

Event Designer.

Darren Allen-Dunn Lifestyle
2005 to 2015

Darren Allen-Dunn Lifestyle was an event design and planning business located in Chicago, Illinois. Past clients included Human Rights Campaign, Belk Department Stores and Michigan Fashion Week. As an Event Designer, I was responsible for:

- Meeting with prospective clients and creating pitch presentations including inspiration boards, design mock ups, production schedules, and execution checklists;
- Coordinating budgets ranging from \$5K-\$100K+ as well as preparing and presenting cost projections and payment schedules for event fulfillment needs;
- Maintaining contact with clients and vendors to schedule meetings, present quotes, review contracts, build relationships and provide status updates;
- Managing on-site logistics and production, event staff and vendors for intimate and large-scale events including fashion shows, fundraising benefits and product launches.

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Designer.

George Lowell Interiors
2009 to 2012

George Lowell Interiors was a luxury home goods storefront and interior design firm based in Chicago, Illinois. After furthering involvement beyond freelance branding and web design, I was involved with:

- Introducing customers to a unique and exceptional home goods and furniture shopping experience;
- Generating interior design business through in store referral;
- Handling all aspects of in-store event design and coordination including (but not limited to) entertainment organization, catering and décor arrangement, staff procurement and contract negotiation.

Work.

A sampling of my work can be found at
www.darrenallendunn.com

References.

Available upon request.

Get In Touch.

I'm always open to discussing new projects and interesting ideas, so don't hesitate to get in touch.

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Thank you for reading.
Cheers.