



DANNY ROMANO

DESIGN + MOGRAPH + DIRECTION

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Passport: EU (Pre-Settled Status)

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Bē Danny Romano

Motion Graphics Artist with 16+ years of experience in leading all aspects of creative direction and production with a focus on design, 2D, editing, 3D animation, and visual effects.

Proven track record of excellence in creating animated infographics, logos, characters, illustrations, and create motion graphics for various projects, including promotional videos and social media content. Solid history of success in designing and animating 2D/3D motion graphics and elements using After Effects and Premier Pro. Leadership gained skills with remarkable acumen in training and managing high-performing teams to achieve set goals. Passionate about building client relationships, meeting deadlines, and exceeding client expectations with thoughtful and well-received work.

AREAS OF EXPERTISE

- High-Quality Motion Graphics Projects
- Illustration & Graphic Design
- Concept Development & Implementation
- Storyboarding & Animatic
- Video Editing
- UX & UI Design
- 2D & 3D Animation
- Creative Direction
- Production & Project Management
- Animated TV Commercials
- 3D Modelling & Texturing
- Client Relationship Management

TECHNICAL PROFICIENCIES (Tools & Technologies)

- Adobe Creative Suite (*Illustrator, Photoshop, After Effects, Premier Pro & Audition*)
- Blender (Basics)
- Cinema 4D (Basics)
- Procreate
- Compositing
- Editing (*Online*)
- Storyboarding
- Design & Illustration
- Animation pipeline understanding
- Production / project management
- Costing and time planning
- Directing

CAREER EXPERIENCE

Danny Romano, London, United Kingdom
Motion Graphics Freelancer

2019 to Present

Deliver high-quality creative solutions to clients, such as Bark & Bite, Meta, Disney, Nickelodeon, Havas, Scouts UK, One Small Pixel, and Glass Onion Films by leveraging knowledge of design, 2D animation, and visual effects. Foster strong and lasting relationships with clients through exceptional communication and outstanding work with a focus on creating thoughtful and well-received motion graphics that resonate with diverse audiences.

- Contributed to the completion of fuller production, creating the initial look and feel
- Managed smaller projects, obtaining art direction/ lead designer role and developing artwork from scratch.
- Led creative direction and production, contributing to the successful delivery of various projects.

Punch Club Studio, Johannesburg Area, South Africa
Creative Director | Producer

2014 to 2019

Collaborated with clients and advertising agencies, such as Ogilvy, Joe Public, Abnormal Group, Discovery Health, Leroy Merlin, and DSTV to meet their creative requirements. Provided strategic leadership and encouraged team of freelancers and junior staff to achieve set goals. Managed project deadlines and met clients' expectations while maintaining high level of professionalism and accountability in all aspects of creative direction and production.

- Led creative team, which used Virtual Reality (VR) to make medicine (Xefo Rapid) more marketable by explaining how it works for patients and how to administer the medicine to doctors and GPs while highlighting benefits. This involved detailed research and cost of purchasing brande VR headsets that work on YouTube for Apple and Android phones across most models.
- Directing & Producing unique content and promos for channel streaming services MultiChoice, DStv Supersport and BBC.
- Producing Retail TVC spots for Nedbank, Vodacom, MTN and Sanlam alogside well renowned add agencies such as Ogilvy, Joe Public and King James.

Maja Studio, Johannesburg Area, South Africa
Junior Creative Director | Producer

2010 to 2014

Utilised a wide range of creative tools and techniques for efficient delivery of high-quality results as per project requirements. Delivered top-notch design and animation services for advertising and production companies, creating visually compelling and engaging content. Facilitated the creation and management of TV Commercials and audio visuals for clients. Supported conceptualisation, storyboarding, layout design, 2D animation, and visual effects while guiding and mentoring junior team members and developing design boards.

- Spearheaded brand activation project, creating inflight AV for South African Airways detailing arrivals process that passengers could expect upon landing.
- Guided and collaborated with a team of six members, including creative directors for successful delivery of project.

Luma Animation, Johannesburg, South Africa
Designer | Compositor | Animator

2008 to 2010

Used 3D software packages, Adobe After Effects for compositing live action and animated TV commercials gaining valuable insights into production pipeline as junior animator. Offered support to senior animation and gaming team as junior comp artist and 3D/2D animation specialist, contributing to various projects and assisting in creation of high-quality visuals and animations. Administered front-end web layout design efforts with a focus on optimising user experience and engagement.

- Designed Flash animations for banner ads, web animations, and interactive content.
- Helped on comping and animating projects on advertising TVC campaigns.

Additional Experience as Junior Front end designer at Silverstone CIS, Johannesburg, South Africa.

EDUCATION

Design Center, Johannesburg 2002 - 2005
BA Degree in Multimedia Design.

REFERENCES

Mark Mcyntire - UI/UX HOD Silverstone CIS
onexbigmac@gmail.com

Becky Cabot - ProducerDisney EMEA
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Maria Timotheou - Creative Producer Scouts UK
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Joe Binks - Executive Producer Glass Onion Films
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