



Dan Rood 4504 Wimbledon Dr, Lawrence, KS 66047
785.550.1262
dan@danrood.com

Portfolio **danrood.com**

Introduction My name is Dan Rood. I am a creative director, thinker, designer, maker and visual storyteller. I **bring brands to life**.

As a creative director, I focus on bringing client-inspired design solutions that engage consumers and enhance brands. I have lead multi-disciplinary branding initiatives across many diverse industries and my work has been recognized for creative excellence both nationally and internationally.

My experiences have allowed me to create and deliver strategic brand experiences across interface and print design for products and services, brand and identity, interactive design for web and a range of evolving platforms. I am focused on bringing inspired and effective visual design solutions that engage customers and create real results.

Clients Andrews McMeel Publishing, Anheuser-Bush / ShockTop, Applebee's, Aventis, Boys & Girls Club, CARSTAR, Cessna Aircraft, City of Lawrence, Complete Tax, CornerBank, Destination Management, Dine Equity, Driven Brands, General Electric, Harvard Business Review Press, Hen House Market, H&R Block, Jet Blue, Kansas City Area Life Sciences Institute, Kansas Health Foundation, Kansas Health Institute, King Pharmaceuticals, Kraft Foods, Lenovo, Marion and Henry Bloch Family Foundation, MasterChef, Meineke Car Care Centers, Pepsi Co., Pilatus Aircraft, QC Holdings, Robert J. Dole Institute of Politics, Rockwell Collins, Smith Electric Vehicles, Teva Marion Partners, The Olivia Collection, TNT, University of Kansas School of Business

Education BFA Visual Communications - Graphic Design
University of Kansas



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Experience Freelance July 2017
Dan Rood - Creative Direction & Design Present

Creative Director Sept 2006
Miller Meiers Communication July 2017
Arts Agency

Creative Director June 2015
Alliance Harsha Advertising Feb 2016

Sr. Art Director & Creative Director 2004 - 2006
Blue Ocean Consulting /
Athenix Solutions

Art Director 1998-2004
Sullivan Higdon & Sink

Art Director 1996-1998
Art & Sign Co / BT Design

Art Director / Department Manager 1993-1996
Carousel Trading Company

Designer 1991-1993
Gear for Sports



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un: portfolio
pw: LetsCreateSomeGreatWork

Honors America Advertising Federation
Prism Awards
Print - Regional Design Annual
Rockport Publishing
Really Good Logos Explained
Logolicious
Index Book: Basic Brochures
Big Book of Packaging
Logolounge
Volumes: 2, 3, & 9
Master Library: Initial & Crest logos & Animal & Mythology
Symbols, Shapes & Symbols Logos
Digital Graphics Magazine
Platinum PR Awards

Publications

