

DANIELE LAWSON BROWN

Los Angeles, CA | 323.385.3045 | daniel@earttmatters.com | daniel@earttmatters.com

PROFESSIONAL SUMMARY

Multi-disciplinary Creative Lead with 10+ years of experience spanning concept art, graphic design, and full-scale creative direction across tech, fashion, entertainment, and sports. Directs visual strategy, multi-channel design, and scalable brand systems for global clients including Snap Inc., Cartoon Network, iHeartRadio, and Fashion Nova. Skilled at guiding cross-functional teams to turn raw artistic concepts into high-fidelity execution.

EXPERIENCE

Art Matters Los Angeles, CA
Creative Lead April 2022 – Present

- Creatively directs multi-channel campaigns and brand strategy across 7+ key industries, including beauty, fashion, sports, education, tech, hospitality, and events.
- Art directs social media campaigns, product launches, company rebrands, and experiential marketing activations.
- Provides strategic creative consultation for social and retail marketing strategies to maximize audience engagement.

Million Dollar Baby Co. Pico Rivera, CA
Junior Graphic Designer May 2021 – April 2022

- Independently executed graphic design projects across multiple active brand IPs.
- Reformatted and optimized digital assets rapidly for e-commerce, email marketing campaigns, digital ads, and social media platforms.
- Developed new brand identity graphics, custom textures, and UI iconography for IP rebrands and product line expansions.
- Collaborated across multi-disciplinary teams to support photo shoots, influencer outreach, product packaging, and web designs.

Farbound Beverly Hills, CA
Lead Concept Artist and Designer June 2018 – October 2019

- Mentored and directed a concept artist team of designers, streamlining team workflows and elevating overall artwork output quality.
- Spearheaded concepts for client brand expansions, presenting design specs, functional requirements, and market trends directly to stakeholders.
- Developed standardized illustration templates to streamline design execution and ensure visual brand consistency.

Fashion Nova Vernon, CA
Senior Graphic Designer December 2017 – June 2018

- Partnered with the Art Director, Creative Director, and PR team to develop high-impact marketing campaigns for ecommerce and retail expansion.
- Delivered 50+ exports of high-fidelity graphic content under tight turnaround deadlines to support video production, signage, and events.
- Re-architected and reformatted complex design files for multi-platform delivery.

Rhetroactive West Hollywood, CA
Associate Designer May 2015 – June 2017

- Presented creative concepts for themed entertainment and hospitality experience projects.
- Illustrated final marketing key art utilized for promotional advertisements and project funding pitches.
- Designed custom graphic assets and mock-ups for experiential events.

EDUCATION

Otis College of Art and Design, Los Angeles, CA
Bachelor of Fine Arts in Digital Media | Minor in Entertainment Design

SKILLS

Software: Photoshop, Illustrator, After Effects, Figma, Firefly, Dimension, ZBrush, Canva

Platforms & Web: Microsoft Suite Google Suite Mailchimp Asana Wix HTML