



**Daniel Colavito**

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**On a Mission**

Engaging audiences in an active connected lifestyle through creative direction and design for branded digital experiences.

**Education**

**Bachelor of Fine Art / University of Utah / 1996**

**Most Recent Role**

**Senior Digital Art Director / Eddie Bauer / Bellevue, WA / 2013 - 2018**

Hands-on team leader responsible for the design and production of all digital design for Eddie Bauer's fastest growing channel. Conceptualize and set direction for seasonal omni-channel marketing campaigns and merchandising strategies. Work closely with developers and engineers to continuously improve existing digital products and create new best-in-class experiences. Hire and develop world-class talent while fostering a culture of creativity and collaboration. Recent projects include:

- E-commerce re-platforming project
- Shopping cart and checkout funnel re-design
- Global customer loyalty program re-design and launch
- Adobe Experience Manager CMS integration

**Past Experience**

**Digital Art Director / Eddie Bauer - First Ascent / Bellevue, WA / 2010 - 2013**

Individual contributor designing digital content experiences for Eddie Bauer's First Ascent brand of outerwear gear and apparel. Worked closely with developers, product designers, marketers, athletes, writers, and merchants to create and maintain the digital presence of a separate, authentic, outdoor brand while operating under the larger brand umbrella.

**Owner and Principal / Colavito Creative / Seattle, WA / 2008 - 2010**

Owner and operator of a small independent creative shop focused on design for the outdoor industry. Clients included REI, K2 Sports, Northwave, Highgear, Skatelite, Helly Hansen, Defcon, Sol Sunguard, Classic Accessories, Eddie Bauer, Arthritis Foundation, MultiCare, West Seattle Junction Association.

**Designer / Microsoft / Redmond, WA / 2007 - 2008**

Interactive, print, and product design for the Entertainment Experience Group (EXG). Focused on design for the Zune multi-media player and Xbox gaming system. Instrumental in the launch of the second generation of the Zune product. Helped implement Zune Originals, a program that allows the consumer to customize their Zune with artwork and text.

**Senior Designer / Hasbro - Wizards of the Coast / Renton, WA / 2004 - 2007**

Lead packaging designer and contributing game designer for Wizards of the Coast, a Hasbro company. Designed packaging, campaigns, and game play for Intellectual properties like Star Wars, Pokemon, Magic the Gathering, Dungeons and Dragons, and Duel Masters

**Graphic Design Manager / K2 Sports / Seattle, WA / 2000-2002**

Managed a small in-house art department responsible for maintaining corporate and brand identity, supporting sales reps and retailers with sales marketing materials. Worked closely with agencies and independent artists to produce catalogs, photo shoots, marketing collateral, and websites.

**Designer / Axiom Design / Salt Lake City, UT and Pasadena, CA / 1997-2000**

Created original artwork, logos, patterns, and designs for merchandising style guides for the film and entertainment industry for clients like MGM, Warner Brothers, Sony, 20th Century Fox, Amblin Entertainment, Paramount Pictures, Turner Network, MCA Universal, Nickelodeon, Cartoon Network, Dreamworks, Rossignol, and Saban Entertainment.

**Skills**

|                     |                    |                     |                |
|---------------------|--------------------|---------------------|----------------|
| Creative Direction  | Interactive Design | Conceptualization   | Fleet Graphics |
| Art Direction       | E-commerce Design  | Branding & Identity | Copy Writing   |
| Photo Art Direction | UX Design          | Packaging Design    | Motion Design  |
| Digital Design      | Email Design       | Product Graphics    | Video          |
| Design Strategy     | Mobile Design      | Event Graphics      | Animation      |

**Programs**

Adobe Creative Cloud, Microsoft Office

**References**

Available upon request