Dan Sandoval

Art Director + Designer

Portfolio
dgsandoval.com

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References
Available upon request

Experience

Omnicom Production *Art Director*
2024 – Present

Execute creative direction across a diverse account portfolio, including Infiniti, Hilton, and Kenvue. Adapt visual identities across the luxury automotive, hospitality, and consumer health sectors to deliver cohesive, multi-channel campaigns. Collaborate with cross-functional teams to maintain high-fidelity design standards while managing competing deadlines and brand requirements for multiple global stakeholders.

Designory *Art Director*
2023 – 2024

Key contributor to the global brand redesign for Infiniti, reimagining visual identity across diverse consumer touchpoints. Directed the production of high-scale still and video shoots to align with the new brand vision while partnering with senior leadership to present concepts to stakeholders. Developed creative assets and high-fidelity prototypes for several new business pitches, supporting agency growth and client acquisition. Pioneered the integration of Generative AI tools for internal workflows and rapid concept exploration.

Designory *Jr. Art Director*
2021 – 2023

Concepted and art directed global web, social, and CGI deliverables for Infiniti. Led visual direction for photography shoots, ensuring premium brand consistency across all touchpoints. Collaborated with cross-functional teams to deliver high-impact creative for domestic and international markets.

Eg+ WorldWide *Production Artist*
2019 – 2021

Engineered and delivered 200+ high-volume digital assets weekly for onsite and paid display campaigns using Adobe Photoshop. Orchestrated end-to-end localization and versioning for global regions, ensuring brand consistency under swift deadlines. Spearheaded the production artist team through a major departmental expansion, optimizing workflows and developing efficient production alternatives to scale output during a period of rapid growth.

Education

The Book Shop School for Ads *Art Direction*
2021

Cal Poly Pomona *B.F.A. Graphic Design*
2019

Core Competencies

Technical Stack

→ Adobe Creative Suite
 · *Photoshop*
 · *Illustrator*
 · *InDesign*
 · *After Effects*

→ Figma

→ Generative AI
 · *Nano Banana Pro*
 · *Veo 3*
 · *Midjourney*
 · *Firefly*
 · *Runway*

Design & Art Direction

→ Visual Identity Systems

→ Concept Development

→ Typography

→ Color Theory

→ Moodboarding

→ Storyboarding

→ Stills & Video Shoot Direction

→ CGI Art Direction