



DANIEL BENSON

GLOBAL CREATIVE DIRECTOR
INNOVATION PRODUCER
SENIOR PRODUCT MANAGER

INFO

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ABOUT ME

My mantra has always been about making a big impact. From leading a global agency that produces AR, VR, & massive video wall experiences for Microsoft, to driving marketing campaigns in the movie industry resulting in over \$11 Billion in box office sales, my goal has always been to create engagements and products that surprise and delight the masses.

As a creative director, I'm always thinking about how to adapt a constant change in the market desires of today, predict the future... and build a team around that to make something incredible. I love building products and services that catch global attention and still entertain.

As a product manager, my greatest strength has become the ability to help bridge the chasm in mental methodology between developers, creatives, and clients to allow a seamless cross-disciplinary workflow. Not everyone thinks alike, and I've frequently found myself as the lighthouse in the fog. As part client manager, part creative thinker, I love working with customers to help them understand how a new technology could provide a great impact in their business, then build that solution for them.

I can say clearly, that my passion is at the intersection of creativity, development, and building the future, sooner.

HIGHLIGHTS

- ◆ Leading 300+ theatrical marketing campaigns that directly resulted in over \$11 billion in box office sales. Movies include: Harry Potter 2/3/5/7pt1/7p2, Lord of the Rings Trilogy, Spiderman 1-3, Chronicles of Narnia 1-2, Pirates of the Caribbean 1-4
- ◆ Running an innovation agency as global creative director, with 4 international offices (2 of which were founded during my leadership), engaging 40+ incredible creative and technical minds across 3 time zones.
- ◆ As a product owner, developing 3 real-time 3D & VR visualization platforms, that Microsoft describes as the future of spatial planning.
- ◆ Creative directing over 60+ video wall marketing campaign themes deployed to Microsoft's 80+ Retail Stores over 5+ years.
- ◆ Working with the Bill & Melinda Gates foundation to improve polluted water testing through Machine Learning and AI.
- ◆ Being honored with 3 KeyArt awards & 2 Golden Trailer awards in the film industry; 4 Telly awards and a Clio award as Director in TV commercials.
- ◆ Working with my childhood idol Steven Spielberg on the Minority Report marketing campaign

CLIENTS



BILL & MELINDA
GATES foundation





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SOFT SKILLS

CLIENT RELATIONS & MANAGEMENT
CREATIVE SOLUTION BRAINSTORMING
POSITIVE TEAM BUILDING
SIMPLIFYING COMPLEX CONCEPTS

HARD SKILLS

2D / 3D / REALTIME CREATION
STRATEGIC PLANNING
MULTITASKING MASTER

INTERESTS

TRAVEL
VIDEO GAMING
DIY TECHNOLOGY

WORK EXPERIENCE

2016- Present OLV GLOBAL (ORANGELV STUDIOS)

Global Creative Director

Responsibilities include:

- Directing creative operations for 4 offices globally (Seattle, London, Riga, Vilnius)
- Strategizing continuity and division of work across 3 time zones. Includes 8+ direct reports / 40+ Creatives and Developers
- Inventing solutions to client's most challenging creative and technical problems
- Budgeting for external clients projects and internal initiatives
- Leading brainstorming sessions for clients and teams - locally and remotely
- Guiding and approval of all marketing and branding initiatives within the organization
- Implementing more efficient workflow processes with project managers and internal teams
- Working with stakeholders and executives on tactical business development and projections
- Developing of our PhD candidate training program with partnered Universities

- Expert in the fields of: Real-time Visualization of products and spaces / Retail campaign development / XR / AR / VR / UX / Video & 3D Content production / Video wall production / Customer experiences
- Enthusiast for: AI / Machine Learning / CV / Game development / Lidar & Photo based 3D model generation
- When needed, diving in with teams using: All Adobe Creative Cloud, Cinema4d, Unreal, Figma, various project management software and CRMs, multiple planning /collaboration/ communication platforms including Microsoft365/Slack/Github/Perforce

- Clients include: Microsoft (Physical and Online Retail), Ford Motor Company, Bill and Melinda Gates Foundation, Mondelez International, REI Co-op, Discovery Channel, Mizuno, Rawlings, Seahawks, Nordstrom, Woodland Park Zoo, Tele2, Cranfield University

Senior Product Manager

I spearhead and manage the product development of our key visualization platforms within OLV.

Responsibilities include:

- Creating strategy and vision for products all up
- Working with leadership to define business value and target clientele
- Brainstorming with clients and creative development teams on idea solutions and execution paths
- Collaborating with PMs to defining road-map, key milestones, and work-back schedules
- Partnering with customers on implementation and evolution of those products for their specific needs.

Products created:

Web 3D Store - A web based platform that allows retail stores and event locations to create and walk around a 3D Scene, to plan their campaign launches and test content including printed/digital signage, video walls, and display devices (touch nav, informational). Tech includes WebGL, Babylonjs, WebVR. Clients include: Microsoft Retail Stores, REI, Century-link Field, Nordstrom.

Unreal 3D Store - Similar to Web 3D Store, this system allows retailers, manufacturers and architects to visualize and plan their stores, factories, and events in an immersive 3 worlds. This differs in that using Unreal Engine and remote rendering, planners and executives can view this world in photo-real fidelity on screen and in VR. This solution also allows visual merchandise and plano teams to create product setups to fill the stores.

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Senior Product Manager continued

Products created:

OLVRT (Render-tool) - This is a front to end solution for creating photo-realistic 3D renders of products, with an on-line platform making it easy for OEMS/Product Manufacturers and their Agencies to create print and digital marketing material. Marketing creative is completely unconstrained by per-shot product photography, since all products are generated on the fly in 3D.

2014-
2016

MICROSOFT

Retail Creative - Art Direction, UX/UI Designer, Motion Graphics Designer, Digital Signage

Multifaceted position responsible for all digital creative marketing products within 70+ Microsoft Retail Stores.

-Created interactive experiences (Kinect/Touch Driven) utilizing multi-display video walls, wrapping entire retail stores

-Created/Implemented digital product way finding system across all 70+ stores including in new Microsoft Flagship stores - New York City , Sydney. Displayed on multi-panel video walls.

-Art directed major product campaign launches within Microsoft Retail stores.

Products include: Windows 10. Surface Pro 3, Surface 3, Hub, Hololens, Windows Phone devices, Band, Office 365.

2013-
Present

DBDESIGNFILMS

Creative Director / XR/ UX

Creating User Experience / User Interface Designs and Prototypes for apps / websites.

-Design for companies include: Virgin Airlines, E Entertainment, RiteAid, Shazam, p90x2, DContact, LockandKey

2007-
2014

SEISMIC PRODUCTIONS

Art Director

Art Directed a team of 10 designers for Theatrical Advertising Campaigns / Movie Trailers. Created branding, editorial, motion graphics, and visual effects for over 360 theatrical campaigns

- Movie campaigns include: The Dark Knight series, Green Lantern, The Hangover series, Inception, Les Miserables, Transformers series, John Carter, Clash of the Titans series, Sex and the City series.

2003-
2007

THE ANT FARM

Art Director

Art Directed a team of 14 designers for over 180+ Theatrical Advertising Campaigns / Movie Trailers

- Notable campaigns include: The Chronicles of Narnia, National Treasure series, Lord of the Rings series, Harry Potter 2-4, Kill Bill, Charlie and the Chocolate Factory, The Departed, School of Rock.

2002-
2003

MOJO

Designer

Started graphics department. Designed motion graphics for multiple theatrical campaigns.

- Campaigns including Troy, The Final Cut and the Saw series.

2001-
2002

TRAILER PARK

Designer

Designed 3D/2D motion graphics and branding packages for multiple theatrical campaigns including: Minority Report, The Bourne Identity, Master & Commander, Around the World in 80 Days, Catch Me If You Can, Dawn of the Dead, Chicago.

EDUCATION

1997-
2001

OTIS COLLEGE OF ART AND DESIGN - LOS ANGELES

BFA, BA Digital Media

1984-
1997

IOLANI SCHOOL - HAWAII