



DARREN CHORLEY: CV

522 CLERMONT AVE • DALLAS • TX 75223  
Darren@TheBrits.com • 214-335-8641

ULTRA-EXPERIENCED DIGITAL ART DIRECTOR & SOUND DESIGNER/COMPOSER WITH A DEMONSTRATED HISTORY OF WORKING IN MULTIPLE INDUSTRIES. WORKED FOR BOTH IN-HOUSE AND AGENCIES IN DALLAS AND LONDON, ENGLAND. SKILLED IN PHOTOSHOP, ILLUSTRATOR, DREAMWEAVER, INDESIGN, REASON, LOGIC PRO X, REASON, PIVOTAL TRACKER AND PRISMIC CMS.

#### MOST RECENT POSITIONS

##### The Container Store®

###### Senior Web Art Director

May 2005 – Present  
Coppell, Texas  
No contact please.

Reference: Casey Shilling: caseyshilling@zoeskitchen.com

**For over 12 years** at The Container Store I have been responsible for the design and execution of a broad range of digital applications and for being instrumental in growing The Container Store brand online. I am responsible for leading online projects by gathering information, collaborating throughout the process with the Creative, Marketing and IS/IT team members from initial concept and design to launch, concentrating on the brand and it's consistent touch points throughout the online and mobile applications. I recently completed the year-long The Container Store Leadership Development Program.

###### In brief:

- Develop entire online campaigns including homepages, emails, banners for affiliate and social applications.
- Participate and communicate as a contributor to all teams, including Merchandising, Marketing and Information Systems.
- Manage the process for routings/revisions, working with copywriters and heading up team meetings.
- Create sound and music for company/product videos, social application and in-house events.
- Provide clear direction and communication to the production team to execute the creative strategy for projects
- I am flexible and resourceful, with a positive attitude and passion for knowledge.
- I have strong time management and organizational skills with the ability to successfully manage multiple projects at once, all with strict deadlines.
- I possess focused attention to detail and solid organizational and prioritization skills while working quickly and accurately under pressure.



###### Senior Art Director

June 2003 – May 2005  
Carrollton, TX

Reference: Brett Duncan 469-955-4002

Designed product packaging and branding, web sites and marketing emails. Also designed and produced presentations, music and large format graphics for national seminars for this health and nutrition company. Also designed soundscapes and provided voice-overs for corporate audio and video promotions. Worked closely with copywriters, marketers, product distributors and IT professionals.

##### FREELANCE AUDIO/VISUAL

###### Senior Art Director

June 1992 – Present  
London, UK  
Dallas, TX

Reference: Philip Wentworth 469-644-6635

Web & print design, corporate identity and branding. Sound design/composition/production/performance for TV, movies, bands, corporate and experimental video. Starting in London with bands in the 90s performing at venues such as The Rock Garden, London Astoria, Subterrania and at unnamed locations for "events" and "happenings". Now in Dallas, Texas, creating soundscapes for video composition and recently, a feature film. Experienced in designing sound for fashion catwalk shows, restaurants and shows in and around Deep Ellum and Dallas.

*Short Client List: Fidelity Investments, NextStage at Grand Prairie, Texas Instruments, Barclays Restaurant, EDS, Richard Hayler Colour Salon, David Griffin Realtors and other small businesses.*



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POSITIONS (CONT'D.)

**AdCetera, Inc.**

**Senior Art Director**

Sept. 2001 – June 2003  
Addison, TX

Reference: Carol Thompson 972-387-5577

Designed and implemented a full range of ad agency services including package design, websites and print ads. I managed three other designers and worked directly with clients and vendors.



**imc2 / MEplusYOU**

**Senior Designer**

Sept. 2000 – Aug. 2001  
Dallas, TX

Designed web sites for corporate clients such as Wyndham Hotels, Proctor & Gamble, CITGO Corp. I also created soundscapes and voice-overs for multimedia applications, commercials and online programs.

**The Mountain Group**

**Senior Art Director**

Sept. 1997 – Sept. 2000  
Las Colinas, TX

Reference: Tony Ammerman 214-223-7214

Balanced the rolls of Art Director for print/packaging and also headed-up the new internet department of this high-end ad agency in Las Colinas. Dealt directly with clients, such as Neiman Marcus, Essilor & NEC, worked with outside photographers, illustrators, freelancers, and internet hosting/ISP companies. Managed a team of two Junior Art Directors and Production Artist.

**TPA/Koch Industries**

**Art Director**

Aug. 1995 – Sept. 1997  
Dallas, TX

Patsy Thomas: 316-828-5110

In-house creative for this major chemical engineering holding company. Maintained the individual brands across their many companies and designed - from concept to creation - brochures, magazine ads, web sites and presentation graphics.

**Absolute Images**

**Senior Designer**

July 1994 – Aug. 1995  
Fort Worth, TX

In charge of presentation graphics dept. created and developed slide presentations on Genigraphics systems hardware. Dealt directly with clients such as Pier 1 Imports, Southwest Airlines, Snyder Oil Corp., and Harris Methodist Healthcare.

**Meisel Image Center**

**Senior Designer**

May 1992 – July 1994  
Dallas, TX

Designed and created 35mm slide presentations and large format graphics for both corporate and small businesses, using Genigraphics, ViStar Systems and Macintosh Computers.



**Concept Marketing**

**Senior Designer**

Aug. 1989 – Feb. 1992  
London, UK

Starting at the age of 16 at RAVEN Audio Visual, Ltd., a fast deadline oriented company in London, England where I operated a photo mechanical transfer camera while training as a Paste-Up Artist. Once computer graphics came on the scene I was trained as a Computer Graphic Artist on Genigraphics 100D+ and SG 53 systems and Masterpiece 35mm film recorders.

**RAVEN, Ltd.**

**Graphic Designer**

May 1984 – Aug. 1989  
London, UK

I moved to Concept Marketing after GREY bought both companies and re-organized. At Concept, I was a Graphic Designer then Assistant Studio Manager located in Convent Garden. I created for, and dealt with, mainly corporate clients using Genigraphic Systems and eventually PC-based systems. During this time I was playing and recording in bands in London recording studios and venues. I emigrated to the USA in 1992.