

# Daniel S. Ben-Kiki

3409 Community Ave. La Crescenta, CA 91214 860-378-9466 danielbenkiki@gmail.com  
Website: [www.danielbenkiki.com](http://www.danielbenkiki.com)

## CAREER PROFILE

Versatile and passionate creative director, manager, and designer with extensive award-winning professional experience in television motion graphics and print design. Recognized as:

- Process-oriented and highly conceptual with an analytical approach to design problem-solving.
- A trusted and collaborative leader who maximizes team's potential through empowerment and respect.
- Approachable, engaging, and adept at articulating concepts and opinions in a clear and direct fashion.
- 8-time award recipient, including Sports Emmy, Cleo, and PromaxBDA

## AREAS OF EXPERTISE

Creative Direction, Art Direction, Graphic Design, Broadcast Television, Creative Concept Design, Brand Development, Project Management, Storyboarding, Animation, Video Production & Editing, Logo Design, Client Relations

## PROFESSIONAL EXPERIENCE

### ***Creative Director***

#### **Sony Pictures Television 06/21 - Present**

*Sony Pictures Entertainment is an American diversified multinational mass media and entertainment studio conglomerate.*

Oversee all creative for SPT game shows, including Jeopardy! and Wheel of Fortune, by leading team of designers, animators, editors, and writer/producers to create main title animations, graphics packages, editorial and social content, and digital assets; Work with showrunners to develop premium pitch decks for new series', serving as companion pieces for the pitch process and helping to establish mood, tone, and visual scope; Produce variety of pieces for SPT scripted shows, including title sequences and in-show elements.

### ***Creative Director***

#### **Compadre 01/21 - 04/21**

*Compadre is an integrated creative agency specializing in strategy, marketing campaigns, and identities.*

Filled in as replacement for Executive Creative Director while on leave, taking on all operational responsibilities and oversight for up to 12 projects simultaneously. Served as creative lead on diverse range of jobs for major corporate clients, including Facebook, Disney, HLN, ESPN, and NFL Network. Provided feedback for creative directors, art directors, animators, designers, and editors; designed style frames; selected freelance talent; built presentation decks; and pitched concepts to clients.

### ***Art Director***

#### **ABC Entertainment Marketing 2018 - 2021**

*ABC is a multinational commercial broadcast television network that is a flagship property of The Walt Disney Company.*

Provided creative oversight and led a team of designers to produce a wide range of marketing materials used for on-air and digital promotional spots. Responsible for more than 20 programs, including *Dancing with the Stars*, *The Goldbergs*, *Shark Tank*, and *The Rookie*. Charged with developing marketing concepts, storyboarding, and pitching to executives; directing talent on production shoots; collaborating with outside agencies on campaigns; and conducting employee evaluations.

## **Creative Director/Art Director**

### **ESPN 2008 - 2018**

*The world's leading provider of sports programming, ESPN delivers major sporting events, news, original entertainment, and expert analysis through a multitude of domestic and international entities.*

Acted as creative lead over numerous high-value properties, including the NBA, MLB, and the network's flagship show, *SportsCenter*. Scope of responsibility consisted of project management; design and development of long-term custom animation packages and short-turnaround daily requests; proposals and presentations to clients at all levels of production; collaboration with outside vendors; supervision on production video shoots; and creative direction of designers, animators, developers, and editors.

- Directed 2018 rebrand of all Major League Baseball entities at ESPN, consisting of seven independently branded production units. Drove the creation of a unified animation and informational graphics package along with a logo design system, edit toolkits, set design, and event signage.
- Oversaw 2016 rebrand of all ESPN NBA productions, which included conception and implementation of new animation and graphics packages, edit toolkits, display monitor designs, and social media applications. Partnered with outside firm while simultaneously working with internal design team to build a sophisticated, multi-tiered identity capable of servicing the myriad of ESPN, ABC, and International programming.
- Led the *SportsCenter* 2014 redesign project to acclaimed success following its launch in June, 2014. The complete overhaul spanned nearly two years and included new graphics and animations strategically aligned with a cutting-edge studio of unprecedented size and technology. Heading a team of 25, guided SC toward a cohesive rebrand, seamlessly binding the animations, studio design, informational graphics, virtual graphics, edit elements, sound design, and digital platforms.

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## **AWARDS AND VOLUNTEERISM**

**Cleo Silver** Design: Brand Identity (Major League Baseball Rebrand - 2019)

**PromaxBDA Gold** Art Direction: Image Campaign (NBA Finals - 2018)

**NY Festivals Award** Best Graphic Design (NBA Finals - 2018)

**Sports Emmy** Art Direction: Studio Design (SportsCenter Rebrand - 2015)

**Sports Emmy Nominee (4)** Outstanding Live Graphic Design (SC - 2015, 2016; NBA Finals - 2018; MLB - 2019)

**PromaxBDA Gold** Art Direction & Design: Sports Program Open (Pan Am Games - 2016)

**PromaxBDA Gold** - Art Direction & Design: Sports Program Open (ESPN Films - 2014)

**National Association for Multi-ethnicity in Communications (NAMIC) Award** (MLK Content of Character - 2012)

**PromaxBDA Gold** "SportsCenter 6 Degrees" animation (2005)

Promax BDA Awards judge (2015, 2019)

Pro bono design work for local community theater, creating invitations for their annual fundraising gala. (Little Theater of Manchester, Manchester, CT - 2015-2018)

Pro bono design work for annual road race commemorating Sandy Hook mass shooting (Newtown, CT - 2014)

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## **EDUCATION & TECHNICAL SKILLS**

**University of Connecticut** Bachelor of Fine Arts, Storrs, CT - December 1999; major in Graphic Design

**Rhode Island School of Design** Continuing Education, Providence, RI - Spring 2007; Basic Maya: Modeling and Animation Proficient in Adobe Photoshop, Illustrator, After Effects, Premiere, and InDesign; Microsoft Office; Autodesk Maya (intermediate)