



Darren Goldman

 darrengoldman@gmail.com

 617.833.0687

 [linkedin.com/in/darren-goldman-002861b](https://www.linkedin.com/in/darren-goldman-002861b)

Summary

EXPERIENCED ART DIRECTOR

- Skilled at creating exciting designs, driving team results, and achieving corporate goals within demanding time constraints
- Provides valuable insight on practical sales and profitable merchandising approaches, specializing in consumer and pop culture goods
- Proven team manager, mentor, and instructor

Areas of Expertise

Graphic Design & Illustration, Storyboarding, Adobe Creative Suite, Production, Color Theory, Project Management, Client Services, Recruitment & Training, Internal Communications

Experience

Art Director

ZOX

Jan 2019 - Present (2 years 3 months +)

Zox is a fashion-forward wearable art company based in LA. The products are exquisitely curated and incredibly comfortable works of art, each part of a very rare set that's individually numbered and never reproduced.

- Oversee conceptualization and design of weekly product refreshes that include bracelets, collectible enamel pin designs, and other jewelry pieces.
- Implemented a project management system to efficiently plan, create, and track bi-weekly product releases throughout the year.
- Established a new product line – 31 Days of Halloween. Responsible for all elements of package and product design. Success and customer demand of this introductory product resulted in its expansion to include other holiday lines – creating new highly profitable revenue streams throughout the year that continue to be in demand collector items by customers.
- Implemented and developed storyboarding and production of numerous graphic publications to maximize creative and improving story quality, consistency, and direction.
- Introduced weekly team meetings with in-house creative staff to improve communication, address & anticipate problems in a timely manner, eliminate non-essential tasks, foster morale, and increase transparency between their contributions and company goals.
- Improved company and employee productivity, reduced payroll overruns, increased employee satisfaction, and decreased staff turnover.

Freelance Illustrator

DarrenGoldman.com & PetPortraitsByDarren.com

Jan 1998 - Present (23 years 3 months +)

DarrenGoldman.com is a personal website that serves as a repository of work and an e-commerce platform for creative requests. PetPortraitsByDarren.com serves as a sister-site focusing solely on pet portraiture.

- Deliver custom designed artwork across varying media, including painting, photography, and sculpture. Past projects have included fully conceptualizing and executing artwork for a children's book, album cover art for major label musicians, retail packaging, store signage, logos, and merchandising designs.



Teacher

New Art Center in Newton

Jan 2001 - Jan 2013 (12 years 1 month)

The New Art Center is a non-profit community art education space which offers everyone, at all levels of ability, exceptional opportunities to make, exhibit, view, think about and talk about art.

- Provided classroom art instruction to youth between the ages of 7-13 while planning and developing age-appropriate lesson plans for each semester
- Mentored youth of various abilities and backgrounds on 2D and 3D artistic techniques and art history, and co-organized and co-produced gallery shows.



Store Manager

Newbury Comics

Jan 1999 - Jan 2017 (18 years 1 month)

Newbury Comics is a New England-based retailer with 28 locations across six states specializing in music, art, movies, comics, pop culture, as well as an eclectic mix of on trend fashion and lifestyle products.

- Managed a team of 30+ employees, including the recruitment, training and development of junior team members. Conducted and oversaw nearly all aspects of HR management and employee review process. Trained staff to be client-first in their work, while responsible for the daily management and organization of a high-volume retail space.
- Received #1 customer service ratings in the company via third party auditing company, consistently achieving top performer status within the company by strategically re-merchandising and redesigning floor plan based on P&L reports, monitoring sales trends, and educating employees on relevant reports.
- Designed promotional items, such as t-shirts and collectible pint glasses, print collateral, store signage, and print ad campaigns in partnership with the company's Marketing division
- Participated in the multi-regional store-opening task force, with personal responsibility for new store build-out, fixture selection, moving logistics, and new employee recruitment.

Education



Columbus College of Art & Design

BFA, Illustration

Skills

Project Management • Graphic Design • Illustration • Digital Illustration • Adobe Photoshop • Adobe Illustrator • Advertising • Art Direction • Client Relations • Storyboarding