



Digital Creative Director

with 16 years of experience in digital media. From mass advertising to digital and social media, to mobile apps and User Experience (UX) design.

Denny Kurien

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dkurien@gmail.com

416.529.9341

EDUCATION

ICA, CANADA

CAAP Certification - Strategy Planning, 2016

ACADEMY OF ART UNIVERSITY, USA

MFA Degree in Advertising, 2008

VANCOUVER FILM SCHOOL, CANADA

Certificate in 3D Character Animation, 2003

UNIVERSITY OF DENVER, USA

BFA Degree in Graphic Design, 1999

AWARDS

CMA Awards 2014:
Advertising - Canadian
Tire

CMA Awards 2010:
Gold - Digital - WIND
Mobile

CMA Awards 2014:
Community Engagement -
Canadian Tire

CMA Awards 2010:
Gold - PR - WIND Mobile

TASTINGS 2013 Beer
Packaging Award: Mad &
Noisy Beer

CMA Awards 2010:
Silver - Integrated - WIND
Mobile

CMA Awards 2010:
Best in PR - WIND Mobile

3D Awards 2004:
Broc Lee animation

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe AfterEffects
Adobe Premiere
Adobe Dreamwaver
Wordpress & Wix

Adobe Sound Booth
Adobe Encore
Autodesk Maya
Softimage XSI
Game Salad
Basic HTML / CSS
Microsoft Office

NOTEWORTHY

Creator of "Count Dracu and Friends"
(early-learning app for kids)

Designed postage stamps for Kuwait

Professionally trained voice-actor.

Professor of Innovation Design
at Humber College (Winter 2016)

EXPERIENCE

CLEANSHEET, TORONTO

Digital Creative & Social Media Director // Aug 2016 - present

Working on new business for Cleansheet & Bestlight media. Providing digital & social media creative strategy to all of our existing clients: Canadian Tire, Jumpstart, Marriot, Eastlink, Janes Family Food, and George Brown College.

SPIN MASTER, TORONTO

Director, Digital Creative Strategy // Feb 2016 - Aug 2016

I provided "big-vision" thinking to all the 52 toy brands in the Spin Master portfolio. In particular: led the digital & social media strategy in connecting Paw Patrol to parents of pre-schoolers, and increasing email subscription. Revamped the digital user-experience (UX) for the Spin Master D2C site to lessen shopping cart abandonment. Digital & Social media launch for Hatchimals, Bunchems, and Kinetic Sand Webisodes.

CLEANSHEET, TORONTO

Snr. Digital Art-Director // May 2010 - Feb 2016

Art directed digital & social media campaigns, along with outdoors, TVC and branded content for the following accounts: Canadian Tire, Sochi Olympics Campaign, John Frieda, Marriot, TVO, Creemore Springs Brewery, Mad & Noisy Brewing, Government of Ontario, George Brown College, CAA, Sentry Investments, and Janes Family Food.

DENNYKURIEN.COM, TORONTO

Creative Director & App Developer // July 2008 - present

Creating & programming my own IOS apps to sell on the App Store, including "Count Dracu & Friends", "Christmas Karaoke App", and "DAG: Drinking Arcade Game".

SOHO / ALCHEMY, TORONTO

Art Director + VFX Artist / Animator // Oct 2004 - July 2008

Art directed and executed 3D & 2D animations for TV commercials for: Motorola, Panasonic, AXE, Robax, Play Station, Palmolive, and Coke Zero

MR. X, INC, TORONTO // June 2003 - Aug 2004

VFX Artist + 3D Animator

Movies: Resident Evil, Dawn of the Dead, Spymate,
Cube Zero, What the Bleep Do We Know.

COMMERCIAL BANK OF KUWAIT, KUWAIT // Aug 1999 - April 2002

Digital Marketing Officer

Responsible for the front-end design & development of the CBK Online Banking website, and other digital properties.