

DANE GEORGES

Evanston, IL | dane@danegeorges.com | 309-361-6760 | danegeorges.com

Visual designer with 10 years of experience in storytelling, digital production, branding, and creative management.

EXPERIENCE

RAPP

Senior Creative Engineer | Dec 2025 - Present

- Scale creative systems across US accounts using atomic design, automation, and repeatable frameworks.
- Build Celtra templates for automated social and web banners and develop Figma email component libraries.
- Lead enablement through documentation, training, and tool education to help teams adopt new workflows quickly.

Senior Designer | Apr 2025 - Dec 2025

- Art directed high-visibility video campaigns for Army leadership; managed freelance motion design support.
- Developed brand identity for Army Marketing Cloud and streamlined workflows with AI-assisted tools.

Designer | Oct 2023 - Apr 2025

- Built and maintained the Army Figma email library and designed modular email campaigns using atomic design.
- Improved recruiter lead collection by optimizing the EMM Connect mobile experience.

Production Lead | Mar 2022 - Oct 2023

- Led digital, print, and video content for nationwide Army recruitment initiatives; streamlined creative intake for field marketers.
- Art directed large-scale arena takeovers and OOH (custom video boards, banners, bus wraps, billboards).

PENCILMATION

Supervisor/Co-Producer | Feb 2020 - Mar 2022

- Co-produced and wrote animated shorts; led a Nickelodeon pitch and a graphic novel published by Penguin Random House.
- Oversaw pipeline quality and deadlines; managed and mentored storyboard artists.

Storyboard Artist | Nov 2016 - Feb 2020

- Storyboarded 116 YouTube shorts, including a video reaching 283M+ views.
- Designed characters and custom typography; collaborated with animation and sound teams on tight timelines.

JIMMY JOHN'S

Social Media Designer/Illustrator | Jun 2015 - Jul 2016

- Created illustrations, designs, and animations for social content and campaigns; produced motion graphics across channels.
- Partnered with Training leadership to create instructional videos for nationwide rollout.

EDUCATION

BFA, Graphic Design | **University of Illinois** at Urbana-Champaign | May 2015

SKILLS

Design Systems, Atomic Design, UI/UX, Email Design, Motion Design, Illustration, Brand Development

TOOLS: Figma, After Effects, Premiere, Celtra, Adobe Creative Suite, Procreate

STRENGTHS: Documentation, Enablement, Workflow Optimization, Creative Direction, Prototyping, Data Visualization