

Dan Parham

Creative Director

Biography »

Dan Parham received a BFA in Filmmaking and Video Art from the University of North Carolina. He has worked extensively as an interaction designer, design strategist, and creative director in New York and Silicon Valley for both Fortune 100 companies and award winning design agencies. He is currently a product strategist at Civic Center.

Dan was recently a Director of User Experience at Yahoo, working for the Marketplaces and Advertising Platform teams. He led the redesign of the Autos property in 2008, and directed the research and design of the Apt core application team in 2009. Previously, Dan was the Associate Creative Director for Aol's entertainment division. He helped create their New York based design studio, and led Aol's network redesign in 2007.

Dan helped start Red Antenna in 2001, a creative agency based in New York known for its design and development work for media companies, academic institutions and non-governmental organizations. He has worked with Red Antenna as a business development associate over the past few years. From 1999 to 2001, Dan was the Art Director at Gotham Broadband, where he directed product launches for media and technology clients. Dan started his career in New York as a designer and animator at Edgeworx.

Dan's work has won awards from the American Institute of Graphic Arts, Cooper Hewitt Design Museum, and the Broadcast Designer's Association.

Experience »

Product Strategist, Civic Center. 5/10 – present. <http://www.civiccenter.cc>

Civic Center champions civic engagement through stories, services, products, and public installations. Dan is working as a product manager for Neighborland and Flux.

Director, User Experience Design, Yahoo. 4/07 – 7/09. <http://www.yahoo.com>

Dan recruited and managed design teams for the Marketplaces and Ad Platform divisions. He led generative research and design prototyping for the Apt core application. He oversaw the launch of the core application for Apt's alpha and beta launches. Along with redesigning the Autos and Real Estate websites, Dan was the creative lead for brand development and custom advertising integrations for the Marketplace group.

Associate Creative Director, Aol, 9/03 – 4/07 : <http://www.aol.com>

Dan was instrumental in building the New York design studio which led the design of the Entertainment division's products (Music, Moviefone, Television, Games). His team's redesign of the music website in 2007 served as the foundation for the network wide redesign and redevelopment that is still in use today. During his 3 years at Aol, Dan provided cross-functional

design leadership for the product management and marketing teams.

Associate, Red Antenna, 6/01 - present: <http://www.redantenna.tv>

Dan helped start Red Antenna in 2001 as a Designer and Producer. He has played many roles at the agency, most recently as a Business Development Associate. Red Antenna's clients have included McKinsey Consultants, American Express, and the United Nations.

Art Director, Gotham Broadband, 9/99- 5/02

Dan was the 5th employee at Gotham. He helped build the design team, and led the visual design of web and iTV products for media and technology companies including Cablevision, Sprint, and Road Runner. Dan directed the launch of a consumer broadband portal for Germany's largest cable operator, KNRW.

Broadcast Designer/Animator, Edgeworx: 8/98 - 9/99: <http://www.edgeworx.com>

Early in his career, Dan was a bit wrangler, production assistant and animator for Edgeworx, an acclaimed broadcast design and animation studio. His roles included:

MTV Sports and Music Festival 3D: Assistant Producer, Designer, Animator

NBA Hall of Fame: Designer and animator

AMC Networks: Animator for network identity redesign

Blondie : Animator and designer for 1999 World Tour

NBC's Saturday Night Live : Animator for Tom Tomorrow's "This Modern World"

Education »

University of North Carolina at Chapel Hill, Bachelor of Fine Arts in Film and Video Art, 1998

School of Visual Arts, Continuing Education in Advertising, 2001

Awards & Publication »

Cool Music Websites Taschen, 2007 - AOL Sessions, Creative Director

Webbys 2006 - Honorable Mention, Music Websites - AOL Music, Creative Director

Communication Arts Site of the Day, 2006 - AOL Sessions, Creative Director

AIGA 365, 2005 - MTV SMF 3D, Designer/Animator

Broadcast Designers Association (2002) - MTV SMF 3D, Designer/Animator

Cooper Hewitt Design Triennial (2001) - MTV SMF 3D, Designer/Animator

Contact »

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