Danny Duran

BRAND & PRODUCT CREATIVE EXECUTIVE

Brand strategy / product narrative / design systems / creative leadership

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POSITIONING

I build the strategy, narrative and design systems that move complex products from invention to adoption.

I work with founders and executive teams when a product is too new, too technical or too broad to explain itself. Positioning and narrative come first, then the systems, the team and the launch. Hands on through final craft.

EXPERIENCE

AUG 2025–PRESENT
LOS ANGELES, CA

CURRENT / EXECUTIVE / PLATFORM

Meanwhile Studio / Google GBX

Founder + Creative Director, Meanwhile Studio
Creative Director, Home and Health / via Where The Buffalo Roam

Founded Meanwhile Studio for embedded creative leadership, product narrative and brand systems. Serves as a senior creative partner inside Google GBX, shaping confidential initiatives across strategy, design, motion and launch. Runs the studio's business and delivery.

Founded Waev through Meanwhile Studio, shaping its product model, experience, identity and editorial voice. Built the product with AI-assisted implementation on Cloudflare, drawing on MeshCore and open-source community work. By August 2026, nearly 500 volunteer observers were sharing what their radios heard.

APR 2022–JUN 2025
LOS ANGELES, CA

Aspiration / Catona Climate

VP Creative, Brand + Co-Head of Marketing, Aspiration / 2022–24
Chief Brand Officer, Catona Climate / 2024–25

Recruited by the founder/CEO as VP Creative, Brand and Co-Head of Marketing. Shared marketing leadership across a 45-person creative organization spanning brand, design, product storytelling, growth and communications.

As Chief Brand Officer, shaped Catona Climate's brand and market position with a small team. Translated carbon markets and nature-based solutions for enterprise buyers, partners and capital. Supported VC and board conversations as the company moved from consumer fintech to an enterprise climate platform. The team's field stories supported enterprise sales during agreements with Microsoft and ENGIE.

APR 2018–APR 2022
LOS ANGELES, CA

72andSunny

Creative Director

Creative direction within multidisciplinary teams across Uber, Pixel, Marriott Bonvoy, Activision, Dolby Labs and Vital Proteins. With Gregory A. Shadwick and the wider Uber team, helped develop We Move and Doors Are Always Opening ahead of the IPO. Doors Are Always Opening was the largest Uber campaign at launch. Shared creative direction on Pixel with Helena Skonieczny and Gregory A. Shadwick.

With Marriott's CMO, SVP and wider teams, developed Bonvoy across strategy, product and communications. "Where Can We Take You?" moved from the campaign into product search. 72andSunny created the Bonvoy Path under Danny Duran's creative direction, and Alex Cannon executed it. The team extended it across product, campaign and more than 30 brands.

2008–10 / 2011–18
LOS ANGELES, CA

TBWA\Media Arts Lab / Apple

Senior Art Director → Associate Creative Director → Creative Director
Integrated Art Director / 2011–13
Lead Designer + Animator / 2008–10

Across two tenures at Apple's dedicated global agency, progressed from lead design and animation into integrated art direction, then senior art direction and creative direction. As an early digital-team member, worked with designers, animators and developers to extend Mac vs. PC and Silhouettes into interactive work. Developed programs for iPod nano, iPod touch and iTunes 360, including artist partnerships such as Coldplay and publisher experiences with The New York Times, MTV and Wired.

Moved from digital craft into integrated product and Apple brand work across iPad, iPhone, App Store, Apple Watch and Apple Music. With Gregory A. Shadwick, co-originated the creative execution of "Close Your Rings" at Media Arts Lab, with Marcela Aguilar, Apple and production partners. As Associate Creative Director at Media Arts Lab, contributed to the Apple Music service launch. Worked on its launch film, "History of Sound," with creative director Zach Watkins, writer Gregory A. Shadwick, director John Hillcoat and production partners.

With writer Zane Miller, originated the core concept for the original 2013 "Intention" film. Reporting directly to Chris Ribeiro and Drew Stalker, briefed BUCK and art-directed style frames through finish; the film opened WWDC 2013. Later joined selected Designed by Apple in California print executions as an art-direction partner focused on craft and reproduction.

Art directed "Dillan's Voice" in collaboration with Mike De Tullio, with creative directors Chuck Monn and Gregory A. Shadwick, writer Dillan Barmache, Tool, participants and families. Contributed creative direction to "Someday at Christmas" with the wider Apple, MAL, talent, music and production teams.

FOUNDATIONS

INTERFACE / MOTION / CODE

2002–2006

Petrol Designs

Intern to Senior Designer

Contributed interface design and programming within Petrol Designs teams. The work spanned AOL Instant Messenger Expressions and Winamp skins for film, music and gaming properties, including Batman, Linkin Park, The Dukes of Hazzard and Catwoman. This established the interface, motion and code foundation that still informs a prototype-first practice.

2006–2008

Exopolis

Senior Designer / Animator

Created digital, motion and identity work for Microsoft, including the Xbox 360 hardware introduction refresh and Zune, alongside History Channel, Sprint, Monster.com and Sega. Worked direct-to-brand and with agencies to turn marketing objectives into design and animation systems.

2007–2011

Independent

Art Director / Designer / Animator

Worked across Los Angeles studios including We Are Royale, Colourmovie, Exopolis and NYLON.LA on the Syfy rebrand, Nintendo, Hasbro's Magic: The Gathering and entertainment brands. The work grew an interface and motion practice into art direction.

SELECTED PROJECT RECOGNITION

AWARDS + ARCHIVES

HISTORY OF SOUND / 2016	Associate Creative Director. AICP Show honors in Visual Style, Production Design and Cinematography; Cannes Film Craft Bronze; One Show Gold and Silver; ADC Global Silver Cube; Clio Silver; Art Directors Guild award for Short Format Production Design. The film is preserved in MoMA's AICP archive.
DILLAN'S VOICE / 2017	D&AD Yellow Pencil in Writing for Film Advertising and Graphite Pencil in Casting for Film Advertising; One Show Merit in Film / Online Films and Video.
INTENTION / 2013–14	Cannes Gold Lion in Design and Bronze Lion in Internet Film; One Show Merit in Interactive; Clio Shortlist; Creativity Best of Film 2013.
SOMEDAY AT CHRISTMAS / 2016	Clio Silver in Music / Adapted Music.
ADDITIONAL	Graphis Advertising Annual Platinum in Series for Google Pixel 4, 2021; Webby People's Voice in Telecommunications for Sprint "Get Work Done Now," 2009; The Drum Marketing Awards Americas judging alumnus.

EDUCATION
Loyola Marymount University / BA, Graphic Design

PRACTICE
Brand + product strategy / positioning + narrative / design systems / creative organizations / go-to-market / AI-assisted prototyping + production