

DARREN DOMINGO

FINE ARTIST . CREATIVE DESIGNER

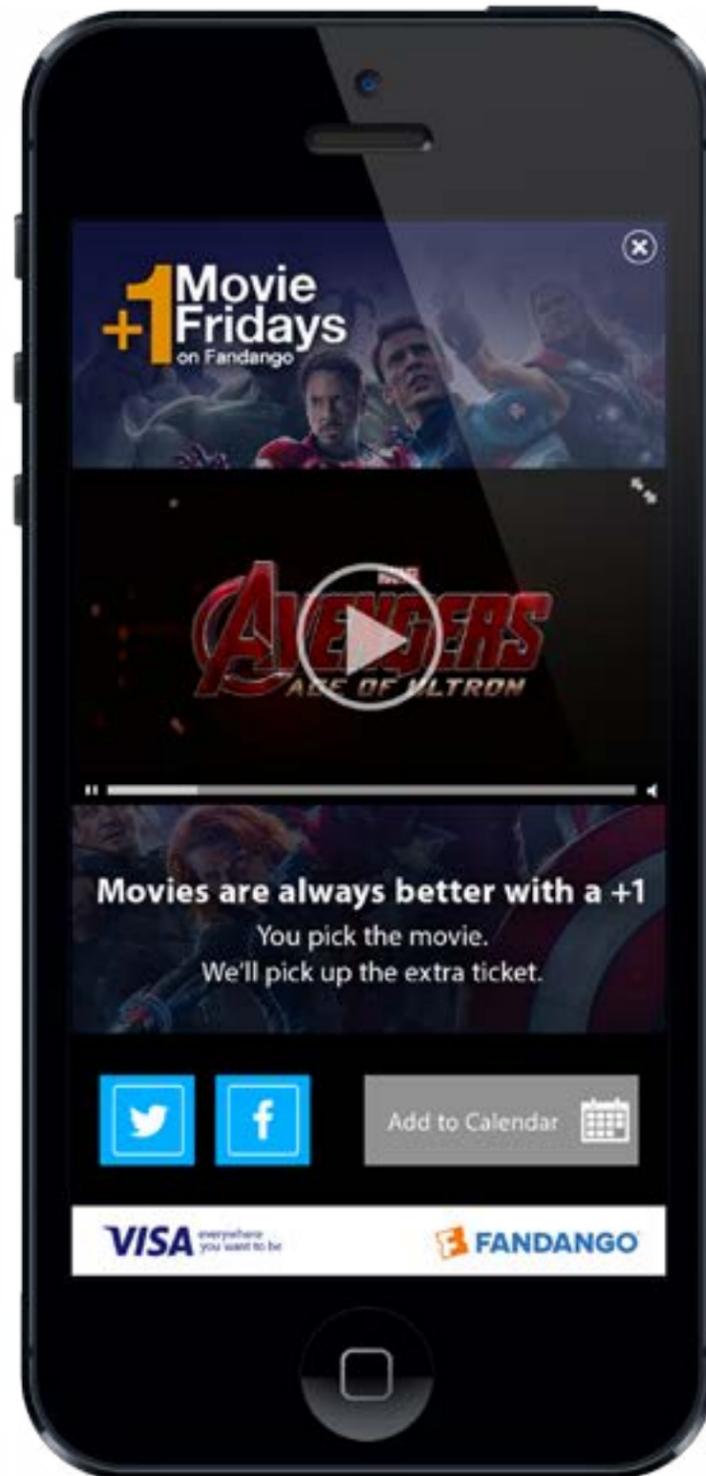
I admire and design attractive things

Trained as a fine artist with a background in drawing and painting, I am able to bridge my classical training into my designs for the web and mobile spaces as well as print. I execute my visions through use of Adobe Creative Suite and always take into heart the work I put into the world.





MOBILE RICH MEDIA: Visa with Fandango



This 2D Rich Media ad concept is designed within Celtra specs and utilizes its video, social, and calendar features. At the resolve screen, the user would be able to link the provided movie information onto their Twitter or Facebook applications as well as mark down onto their native calendar a reminder date of the movie deal provided by the client.

*Property of Amobee. Used to illustrate design experience only



MOBILE RICH MEDIA: Visa with Fandango

Ad Experience





MOBILE RICH MEDIA: Vitamin Water



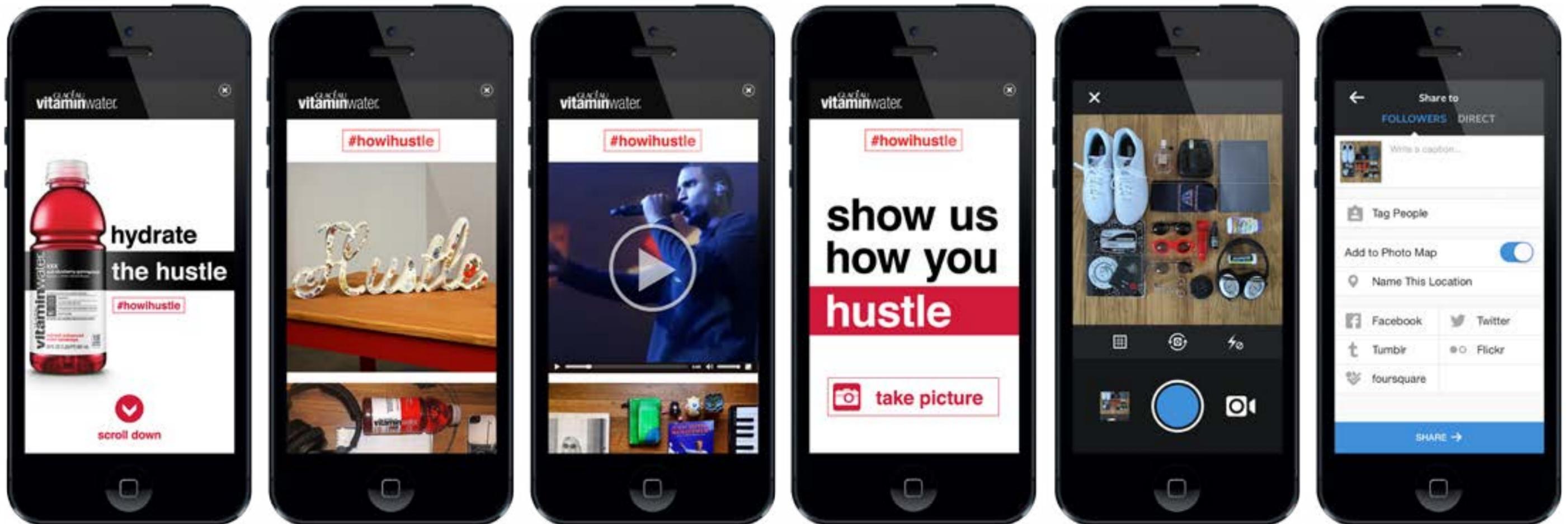
This is a mock up of a 2D Rich Media ad unit designed within the features of Celtra. The client desired a 2D experience where the user could scroll through image and video content and feel as if they were within a feed of one of their social media apps, like Instagram. The end experience was to have the user execute their Instagram app, take a picture then upload the image while using the provided hashtag “#howihustle”. This unit was to drive traction to the client’s social media site as well as brand awareness.

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MOBILE RICH MEDIA: Vitamin Water

Ad Experience





MOBILE RICH MEDIA: Zappos



Another 2D Rich Media ad concept designed for the Celtra platform; this particular concept mimics a 360° view of a cube stitching together multiple 2D images. The user would be able to swipe and rotate the cube to view different products placed on the multiple faces of the cube. When a product is centered on the screen the use would then have the option to tap the product and view more information such as a product gallery and video. The call to action would also send the user to the product buy page of the Zappos website.

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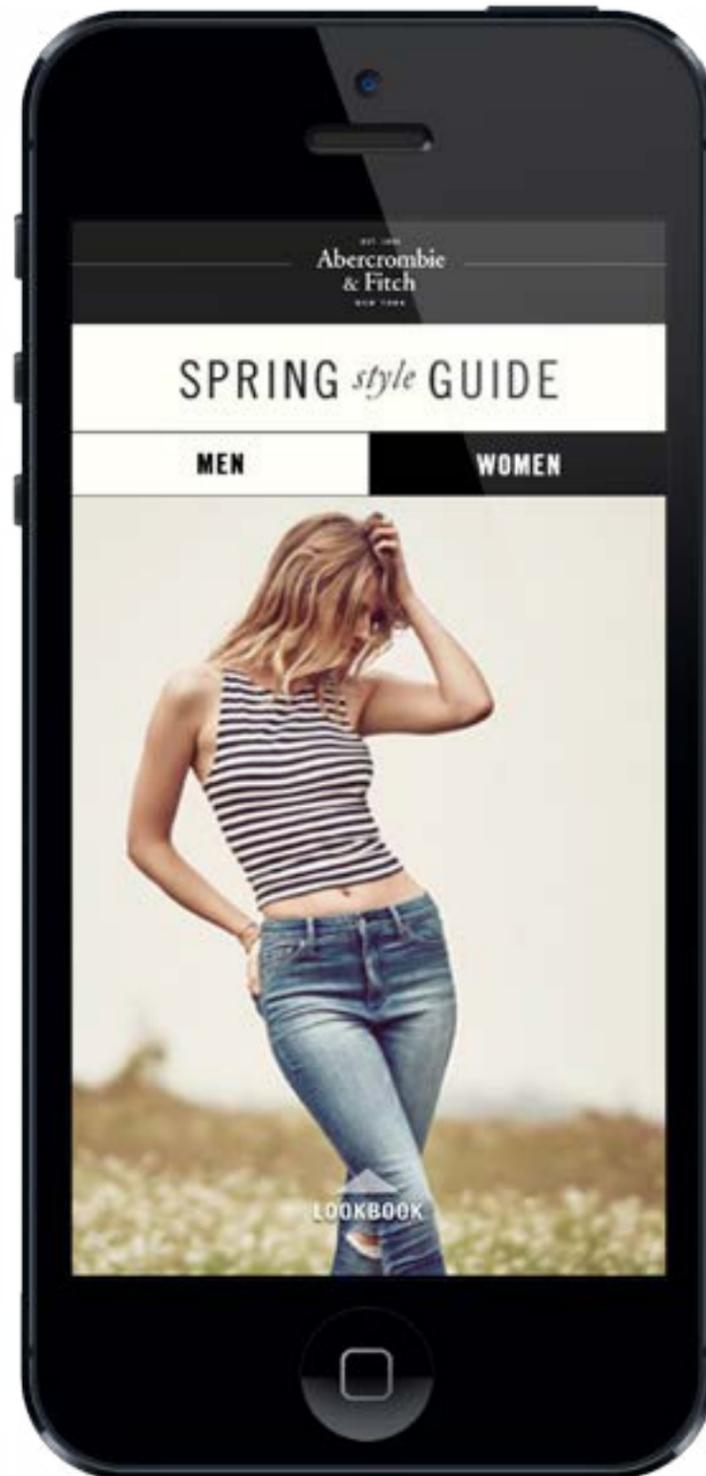
MOBILE RICH MEDIA: Zappos

Ad Experience





MOBILE RICH MEDIA: Abercrombie & Fitch



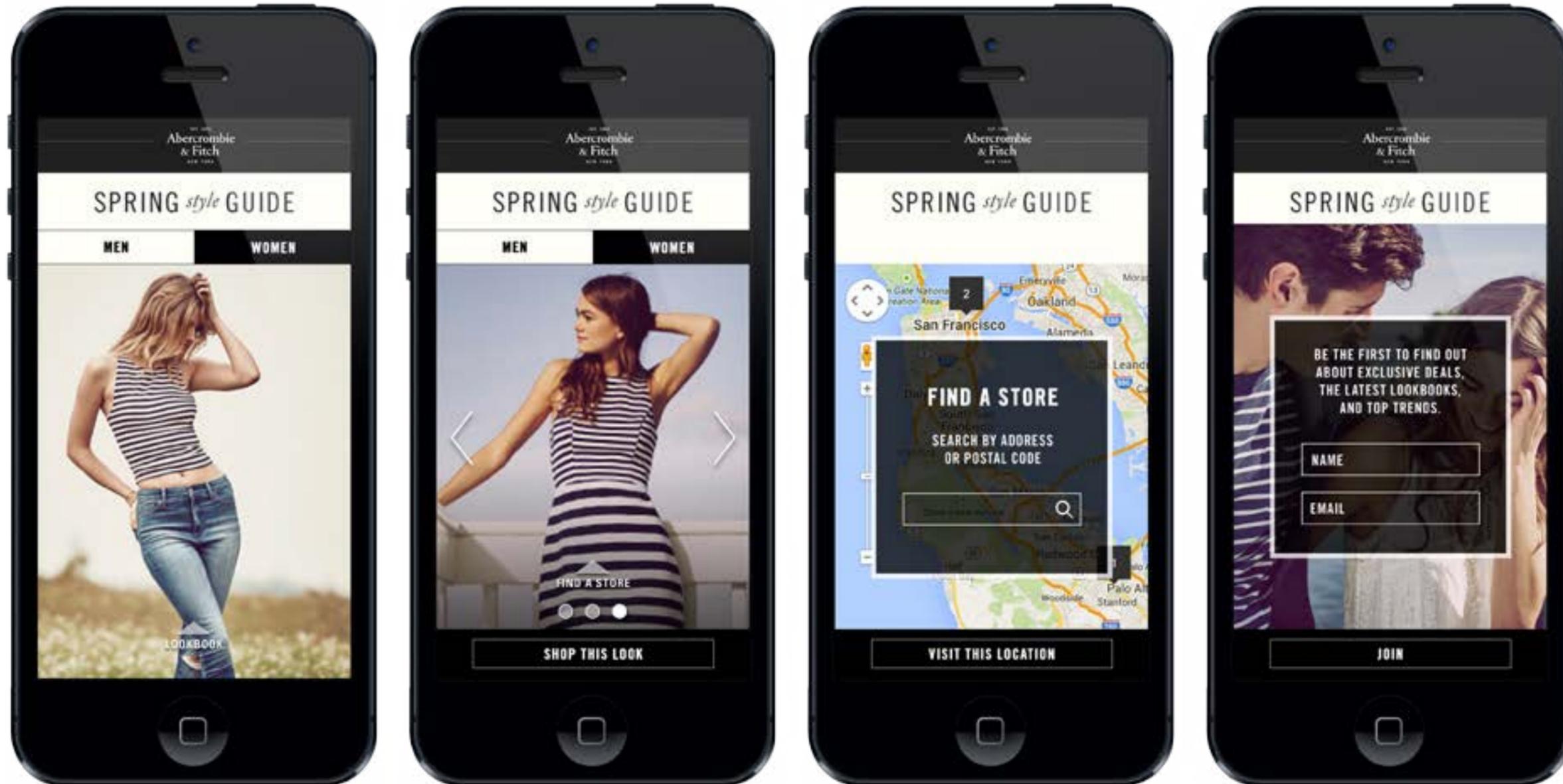
This concept is a scrolling 2D Rich Media ad unit where the user can view an image gallery, scroll to a store locator, and then sign up for a newsletter. Each scrollable section has its own call to action where the user can be taken to the respective site associated with that portion of the ad experience.

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MOBILE RICH MEDIA: Abercrombie & Fitch

Ad Experience

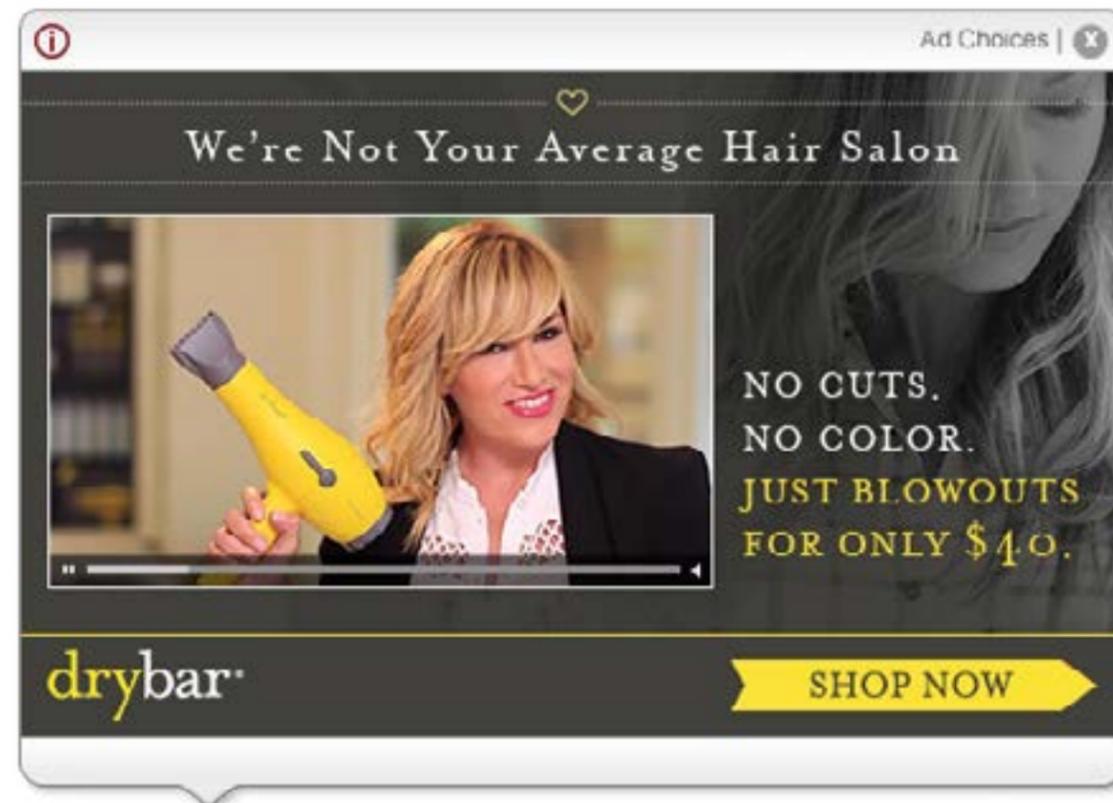




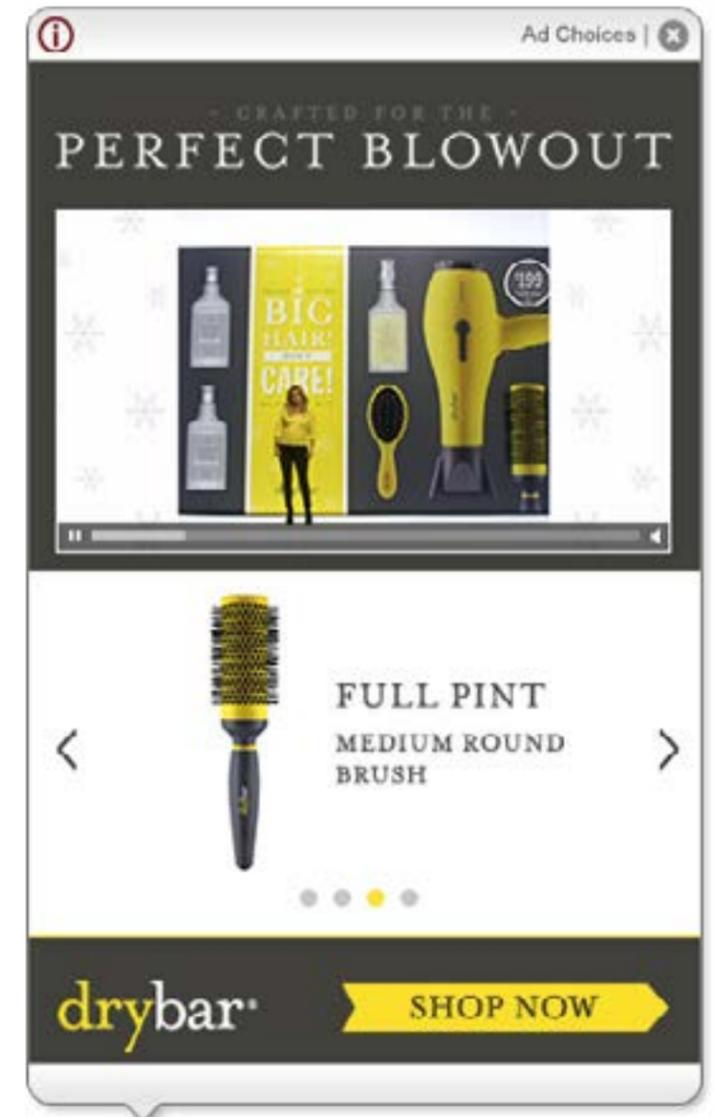
DESKTOP NATIVE IN CONTENT AD UNITS: Dry Bar



300x300 Freedom Unit



Branded Video



Branded Video & Product Carousel

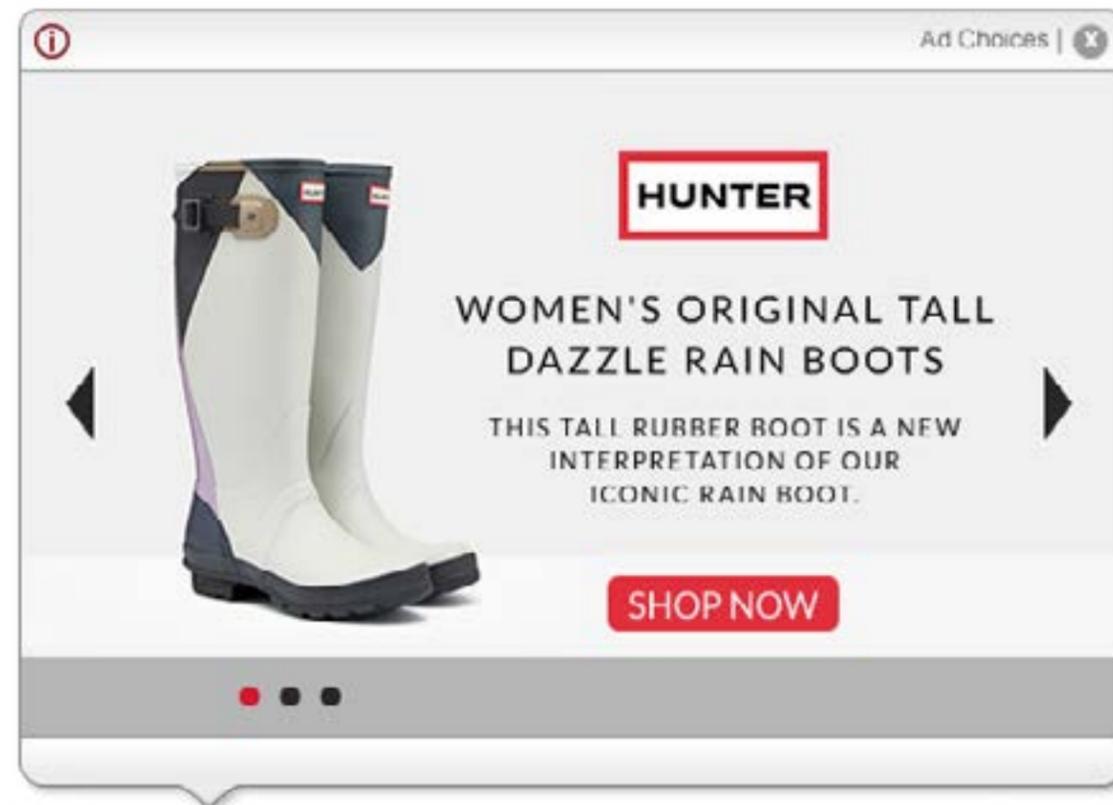
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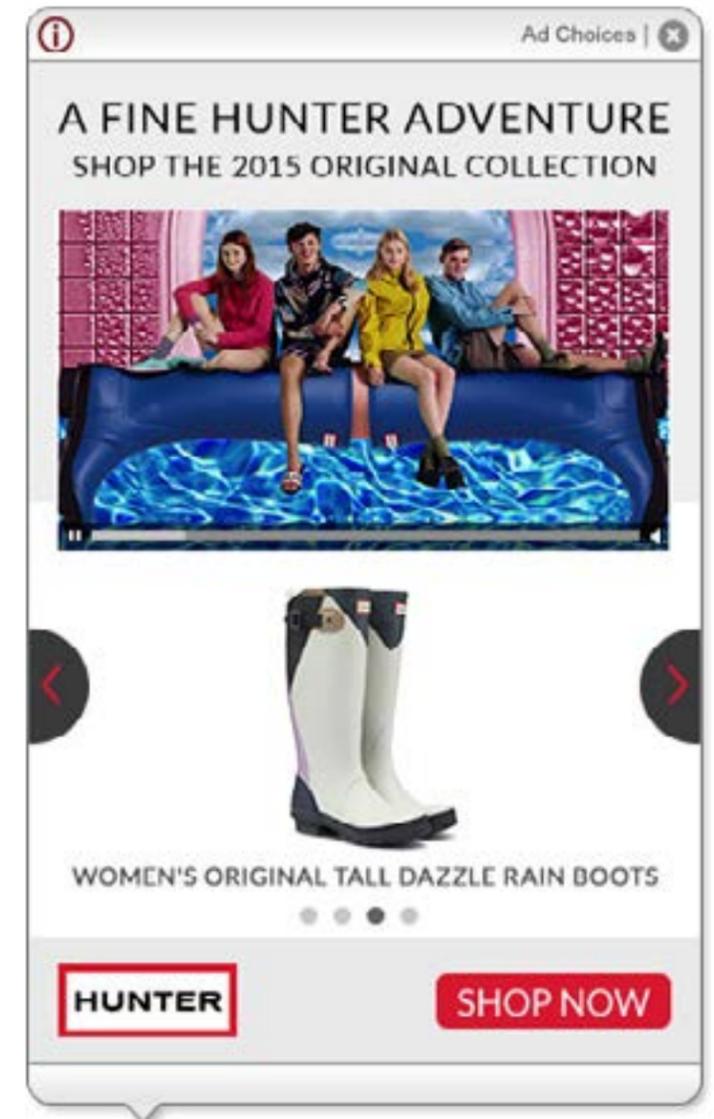
DESKTOP NATIVE IN CONTENT AD UNITS: Hunter



300x300 Freedom Unit



Product Carousel



Branded Video & Product Carousel

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PRINT & WEB FLYER: Project M

**PROJECT
M
AUDITIONS**

9-28-14

**WHERE: IN THE GROOVE STUDIOS
580 14TH STREET OAKLAND CA**

**REGISTRATION: 4PM AUDITION: 4:30PM-8:00PM
FEE: \$5.00**

COME TO AUDITION OR TAKE CLASS!

PROJECT_M **PROJECTM07@GMAIL.COM**

Project M is an all male hip hop dance team based out of San Francisco. As a member from 2011-2014 I was commissioned to design and develop their logo as well as audition flyers to promote the team.



PRINT & WEB FLYER: Project M

NEW YEAR. NEW BEGINNING.

PROJECT M

All-Male Hip-Hop Dance Company
AUDITIONS
01 • 21 • 2012

Where: In the Groove Studios
580 14th St Oakland, CA 94612
Time: 4:00 pm - 4:30 pm Registration
4:30 pm - 7:30 pm Audition
\$5 Registration Fee
contact: projectm07@gmail.com

SPECIAL THANKS TO:  

09-14-13



PROJECT M AUDITIONS

ALL MALE HIP-HOP DANCE COMPANY

WHERE: IN THE GROOVE STUDIOS
580 14TH ST. OAKLAND, CA
REGISTRATION: 2:00 PM
AUDITION: 2:30 PM - 6:00 PM
FEE: \$5.00
CONTACT: PROJECTM07@GMAIL



Thank you

I genuinely appreciate the time you have taken to review my work. Thanks again!



CONTACT

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