

Danny Davis



moniker.media

eastern time

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remote

Story telling across production, systems, and design – shaping clarity through art; motion, sound, 3D, and data. Driven by new perspectives. Work that isn't always asked for but needs to exist. Built to move. Built to work.

Senior Motion Designer

PBS News (News Hour Productions & WETA) | 2018-'26

- Produce day-of graphics for major live and taped news events to air on national broadcast television, ensuring accuracy, editorial integrity, and rights-compliant content under breaking conditions
- Art direct across beats, specials, series, and documentaries maintaining consistent design across platforms; national and local broadcasts, digital programming and streaming, social media, interstitial material, and campaigns
- Design and develop original work from packaged show elements to content graphics for ongoing productions; PBS News Hour, SRL, Washington Week with the Atlantic, PBS News Weekend, Horizons, Compass Points,..
- Translate complex topics and often large datasets into clear and accessible visual communication; animated or still
- Introduce motion graphic templates, rig flexible assets, and toolkit intricate systems; enabling scalable workflows across digital, social (*including Webby-winning Instagram channel*), in and out-of-house broadcast edits
- Developed and implemented a data-driven mapping workflow during *War in Ukraine (x2 awards)*, integrating real-time datasets into GIS systems and establishing a cartographic workflow adopted across coverage
- Translate the PBS NewsHour rebrand into motion systems, templates, and production workflows assisting expanded programming across broadcast and digital platforms
- Lead internal demos and onboard producers to new tools and workflows across graphics, scripting, and data
- Participate in set design and build graphics for various monitors and correspondent stand-ups

moniker royale is only just a name

Independent Practice | HISS, VYPR5, EnerBlü, Christopher's Fine Foods, PBS NewsHour, Student Reporting Lab (SRL),..

- Consult market context and project goals to define direction for brand systems grounded in research and positioning
- Develop identity frameworks in evolving formats across web, broadcast, environmental applications, and products
- Prototype visual systems with iterative testing, aligning creative direction with real-world constraints and use cases
- Engineer modular tooling and lightweight scripting to support procedural workflows and ongoing experimentation
- Explore intersections of design, sound, and interactions expanding into audio/visual and interactive media

Content Developer \ Graphic Designer \ Marketing Assistant

S. Freedman & Sons | 2017-'18

- Managed content and vendor relations for B2C eCommerce transition, standardizing product data across brands
- Support print production and operations; product proofing and coordination with internal teams and customers
- Titles varied. Responsibilities didn't

Education

Flagler College of Liberal Arts | 2012-'16

- Bachelor of Arts in Graphic Design and concentration in Motion Graphics
- 4 academic minors in Marketing, Advertising, Illustration, and Fine Arts

Awards & Contributions

- 20+ major journalism and industry awards
- 5x Peabody, 2x duPont–Columbia, 2x News & Documentary Emmy
- Webby People's Voice Award (Social: News & Politics) — PBS NewsHour Instagram
- Society of Publication Designers Merit Winner — 2024 PBS NewsHour Rebrand (Video Identity & Branding)