



Darren Chorley

DESIGN FOR PRINT + DIGITAL + SOUND

CREATIVE AND STRATEGIC. A Senior Designer with a passion for developing impactful marketing that cuts through the visual noise. Leads design initiatives, manages multiple projects with efficiency and resourcefulness, while ensuring the consistent delivery of high-quality work. An expert in marketing design, art direction, and brand identity, committed to collaborative partnerships and crafting creative solutions that drive engagement and achieve organizational goals.

NEWMARK

Senior Marketing Designer | May 2025 - Present | Dallas, TX

Drives Texas marketing initiatives for this Commercial Real Estate company, with a focus on bespoke printed and digital materials, logo design, digital marketing, AI initiatives, and presentation/pitch design to support Capital Market and Agency Leasing teams. Brings creativity, project management, and industry expertise to develop compelling marketing materials and campaigns.

- Designing brochures, offering memorandums, interactive pitches, websites, email campaigns, AI initiatives
- Strategic marketing planning and execution
- Project management & coordination with photographers and offshore production teams
- Manages 8+ different marketing projects a week

GENWAY HOME MORTGAGE CORRESPONDENT

Senior Design Creative (contract) | October 2024 - March 2025 | Dallas, TX

Spearheaded a comprehensive re-branding including logos, websites, social advertising, print collateral, and event materials for four distinct mortgage and home loan companies. Established a robust project management system for print and digital assets. Integrated AI tools for efficient image generation, copywriting, and code development.

- Developed a cohesive visual identity system for their four companies, ensuring brand synergy
- Engineered HTML/CSS email templates that significantly enhanced brand communication
- Produced impactful print marketing materials, including promotional fliers, trade show booths and posters, driving brand awareness and engagement
- Conceptualized and created short-form video and animated elements for social campaigns

RAPTIVE / CAFEMEDIA

Senior Digital Designer | April 2022 - August 2024 | New York, NY (Remote)

Served as the Senior Creative, designing high-performing email campaigns, opt-in graphics, landing pages, e-books, and animated social media marketing for over 40 top-tier Publishers and Creators

- Developed campaign designs for 40+ Publishers and Creators, enhancing user experience
- Designed HTML/CSS email templates, optimized landing pages, and engaging social media visuals that aligned with brand guidelines
- Significantly improved email performance by implementing data-driven A/B testing and ensuring cross-platform compatibility through Litmus testing
- Championed brand consistency by establishing comprehensive style guides and providing strong project leadership throughout the creative process

THE CONTAINER STORE

Art Director - Web | May 2005 - April 2022 | Coppell, TX

Drove the design and development of TCS brand across online and social campaigns, e-commerce platforms, and in-store events. Ensured brand consistency and success through rigorous A/B testing.

- Managed and mentored the digital design team in creating website UI, email, and social campaigns
- Designed printed projects such as billboards and brochures
- Created sound design for product video production

ADVOCARE INTERNATIONAL, LLC.

Senior Art Director | June 2003 - May 2005 | Carrollton, TX

Instrumental in creating a wide range of digital and presentation assets, including product packaging, websites, targeted email campaigns, alongside developing engaging PowerPoint presentations and sound design for nationwide seminars.

ADCETERA, INC.

Senior Art Director | June 2001 - June 2003 | Addison, TX

Owned all print, digital and packaging projects for a diverse clientele in sectors such as sports manufacturing, automotive, and property development. Managed a team of three Designers overseeing the entire project lifecycle.

PORTFOLIO

darrenchorley.com »

CONTACT

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SOFTWARE

InDesign • Photoshop • Illustrator

Dreamweaver • Premiere Rush

Canva • PowerPoint • Logic Pro

Ceros • Foleon • Wix • Gemini

ChatGPT • Monday.com • Microsoft

EXPERIENCE

Commercial Real Estate

Mortgage • Creators & Publishers

Retail Marketing • Technology

Engineering • Energy

Sports Nutrition • Packaging

Mortgage/Lending • Restaurants

Healthcare • Agency • In-House