

Dhanai Holtzclaw

ART DIRECTOR · CREATIVE DIRECTOR

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Art director and creative lead with 20+ years across broadcast, advertising, web, and product. Fifteen years directing brand and campaign work in agencies and startups — most often as the entire creative department. Built and art-directed a hand-drawn apparel brand to \$3.8M in sales. I came up on Photoshop and Flash, when motion was what made a website worth visiting; After Effects followed, and I still specify easing down to the curve. Today I direct AI-native generative video and image campaigns, and build the thing when that's faster than briefing it.

SELECTED EXPERIENCE

- Founder & Creative Director · Takeout Order 2020 — PRESENT
- Built the brand end to end — identity, voice, and a full hand-drawn catalog — and scaled it to \$3.8M in lifetime sales.
 - Wrote and art-directed campaigns across paid social, web, email, and packaging, owning every idea from concept through finished asset.
 - Directed hundreds of shoots, live-action and AI-generated, building a repeatable system for on-brand generative video.
 - Ran continuous performance-creative testing; fresh concepts were the growth lever, not media spend.
- Founder & Creative Director · Well Shucks 2026 — PRESENT
- Launched a second apparel brand from positioning through storefront — validated on a cold audience inside 48 hours of launch.
- Creator & Director · Studio 2026 — PRESENT
- Directing an original animated series — story, character design, and shot direction — and building the system behind it: characters, locations, and props as entities with variants that hold a cast consistent across generations. Cut a one-minute clip from ~8 hours to ~2.

CREATIVE DIRECTION · AGENCY & IN-HOUSE

- Creative Director · DJcity 2013 — 2019
- Owned brand, campaign, and product creative for a DJ music platform across six years — a startup creative function I built and ran.
 - Directed DJcity TV's on-air identity: logo animation, show bumpers, and title sequences built in After Effects and delivered to broadcast spec — 25fps masters and alpha-channel titles cut into editorial.
 - Directed a production designer and partnered daily with an in-house developer, taking creative from concept to shipped product surfaces.
- Creative Director · CipleX 2010 — 2013
- Designed and art-directed the web experiences for ArcLight Cinemas and Grauman's Chinese Theatre, plus brand and campaign work for a small-business roster.
- Creative Director · Mego 2009 — 2010
- Art Director · Getback 2008 — 2009
- Lead Designer · Hello Design 2007 — 2008
- Lead Designer · Cytek Studios 2005 — 2007
- Interactive Designer · Resultz 2003 — 2005

Agency and studio work across interactive, brand, editorial, and motion design.

CREATIVE

Art direction, brand identity, campaign concepting, copywriting, editorial & layout, hand illustration

MOTION & AV

After Effects — title sequences, broadcast graphics, logo animation. Easing and timing are where I spend my time; I lean on sharp exponential curves, anime timing more than physics. I'll take a curve from AE straight into CSS or Framer Motion. Premiere for edit, Ableton and Cubase for audio.

AI CREATIVE

Generative video & image direction — Seedance, Kling, Nano Banana, Flux via fal.ai & Runware; prompt direction for motion, fabric & graphic fidelity.

DESIGN TOOLS

Photoshop, Illustrator, After Effects, Premiere, InDesign, Procreate, Figma

BUILD

Next.js, React, TypeScript, Shopify, Meta Ads

ALSO BUILDS

Ships production software solo — Parfade (live iOS app), Studio, and B2B fulfillment tooling, in Next.js / React. I can prototype the idea, not just brief it.

PORTFOLIO

Work dhanai.net
Profile linkedin.com/in/dhanai

Concept · craft · direction — and the ability to ship it.

LOS ANGELES · AVAILABLE ACROSS NORTH AMERICA