

Dhanai Holtzclaw

Art Director & Product Designer

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Los Angeles · Available across North America

ABOUT

Art director and product designer with 20 years across broadcast, advertising, web, and product. I built a hand-drawn apparel brand to \$3.8M in sales and designed the fulfillment software behind it. Now I design and build Doomsy, an iOS app for directing AI films. I take work from the first idea to the shipped thing.

EXPERIENCE

2020 - Present

Takeout Order Founder · Creative & Product Lead

- Built the brand end to end, from identity and voice to a hand-drawn catalog, and grew it to \$3.8M in lifetime sales.
- Wrote and art-directed campaigns across paid social, web, email, and packaging. New concepts were the main growth lever, so I tested them constantly.
- Designed and shipped the fulfillment portal operators use daily: Shopify ingest, labels, and an order state machine.
- Directed hundreds of shoots, live-action and AI-generated, with a repeatable system for on-brand video and imagery.

2026 - Present

Doomsy Founder · Product Design & Creative Direction

- Designing and building an iOS app for directing short AI films: previs, cast, scenes, takes, voices, music, and a phone-sized editor.
- Modeled it on a real production. Ask, the built-in assistant, can fill in any step, but the director still presses Generate.
- Rebuilt it from an on-brand content feed for brands once image models made that easy for everyone.

2013 - 2019

DJcity Creative Director

- Ran brand, campaign, and product creative for a DJ music platform for six years, building the creative function in-house.
- Directed the DJcity TV on-air identity and worked daily with engineering to ship product surfaces.

2010 - 2013

Ciplex Creative Director

- Designed and art-directed web experiences for ArcLight Cinemas and Grauman's Chinese Theatre, plus brand and campaign work for small businesses.

EARLIER

2009 - 2010

Mego Creative Director

2008 - 2009

Getback Art Director

2007 - 2008

Hello Design Lead Designer

2005 - 2007

Cytek Studios Lead Designer

2003 - 2005

Resultz Interactive Designer

SKILLS

ART DIRECTION

Brand identity, campaign concepting, copywriting, editorial layout, hand illustration, motion

PRODUCT DESIGN

Product UX, information architecture, flows, prototypes, design systems

AI CREATIVE

Generative video and image direction with Seedance, Kling, Nano Banana, and Flux

TOOLS

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

BUILD

Next.js, React, TypeScript, Shopify