

Dhanai Holtzclaw

Art Direction · Product Design

Brand systems · campaign craft · product UX · AI generative creative · concept to shipped

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SUMMARY

Creative lead who owns how it looks and how it works — art direction, product design, and the build when that's faster than briefing it. Twenty years across broadcast, advertising, web, and product. Built and art-directed a hand-drawn apparel brand to \$3.8M while designing the fulfillment systems behind it. Today directs AI-native generative campaigns and ships product surfaces in Next.js.

EXPERIENCE

Takeout Order — Founder & Creative / Product Lead2020 — Present

- Built the brand end to end — identity, voice, and a full hand-drawn product catalog — and scaled it to \$3.8M in lifetime sales.
- Wrote and art-directed campaigns across paid social, web, email, and packaging; ran continuous creative testing where concepts were the primary growth lever.
- Designed and shipped the B2B fulfillment portal operators use daily — Shopify ingest, labels, and an order state machine — when off-the-shelf tools broke at scale.
- Directed hundreds of shoots, live-action and AI-generated, building a repeatable system for on-brand generative video and imagery.

Doomsy — Founder · Product Design & Creative2026 — Present

- Designed and shipped a creative feed product for brands — catalog ingest, private feed, like/pass loop, and natural-language image edits.
- Owned product UX and creative quality bar: on-brand photos and reels without a shoot, with taste and systems thinking in the same surface.

Well Shucks — Founder & Creative Director2026 — Present

- Launched a second apparel brand from positioning through storefront — "tragically nostalgic: vintage children's illustrations for adults with behavioral issues."

DJcity — Creative Director2013 — 2019

- Owned brand, campaign, and product creative for a DJ music platform across six years — a startup creative function built and run in-house.
- Directed DJcity TV on-air identity and partnered daily with engineering to take creative from concept to shipped product surfaces.
- Art-directed The Cutting Room title package end to end, from type design through final composited delivery.

Ciplex — Creative Director2010 — 2013

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

EARLIER CAREER

Agency and studio work across interactive, brand, and editorial design during the Flash-to-web transition.

Mego — Creative Director2009 — 2010

Getback — Art Director2008 — 2009

Hello Design — Lead Designer2007 — 2008

Cytek Studios — Lead Designer2005 — 2007

Resultz — Interactive Designer2003 — 2005

SKILLS

CREATIVE

Art direction, brand identity, campaign concepting, copywriting, editorial & layout, hand illustration, motion (After Effects)

PRODUCT

Product UX, information architecture, flows & prototypes, design systems, usability judgment, Figma

AI CREATIVE

Generative video & image direction — Seedance, Kling, Nano Banana, Flux; AI as production accelerant

DESIGN TOOLS

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

BUILD

Next.js, React, TypeScript, Shopify, Meta Ads — ships production software solo when needed

How it looks · how it works — and the ability to ship both.

Los Angeles · Available across North America