

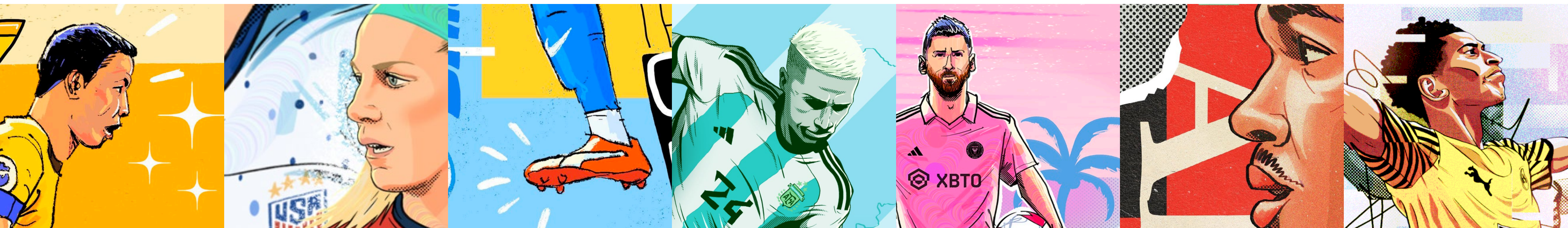
**DAN
LEYDON**

Illustrator / Designer

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Dan Leydon is an illustrator and designer based in Ireland. Pairing a versatile approach with captivating and expressive styles, Dan's work is adaptable, effective and highly engaging.

Career Highlights

- Art for MLS video announcing Messi to Miami
 - Trading Card set for Topps
 - Animated sticker pack for Whatsapp
 - Magazine cover for the Red Bulletin
- GIFs for Gatorade Messi World Cup advert
- Working closely with late, great Grant Wahl
- Hitting 1 billion views with my motion artwork

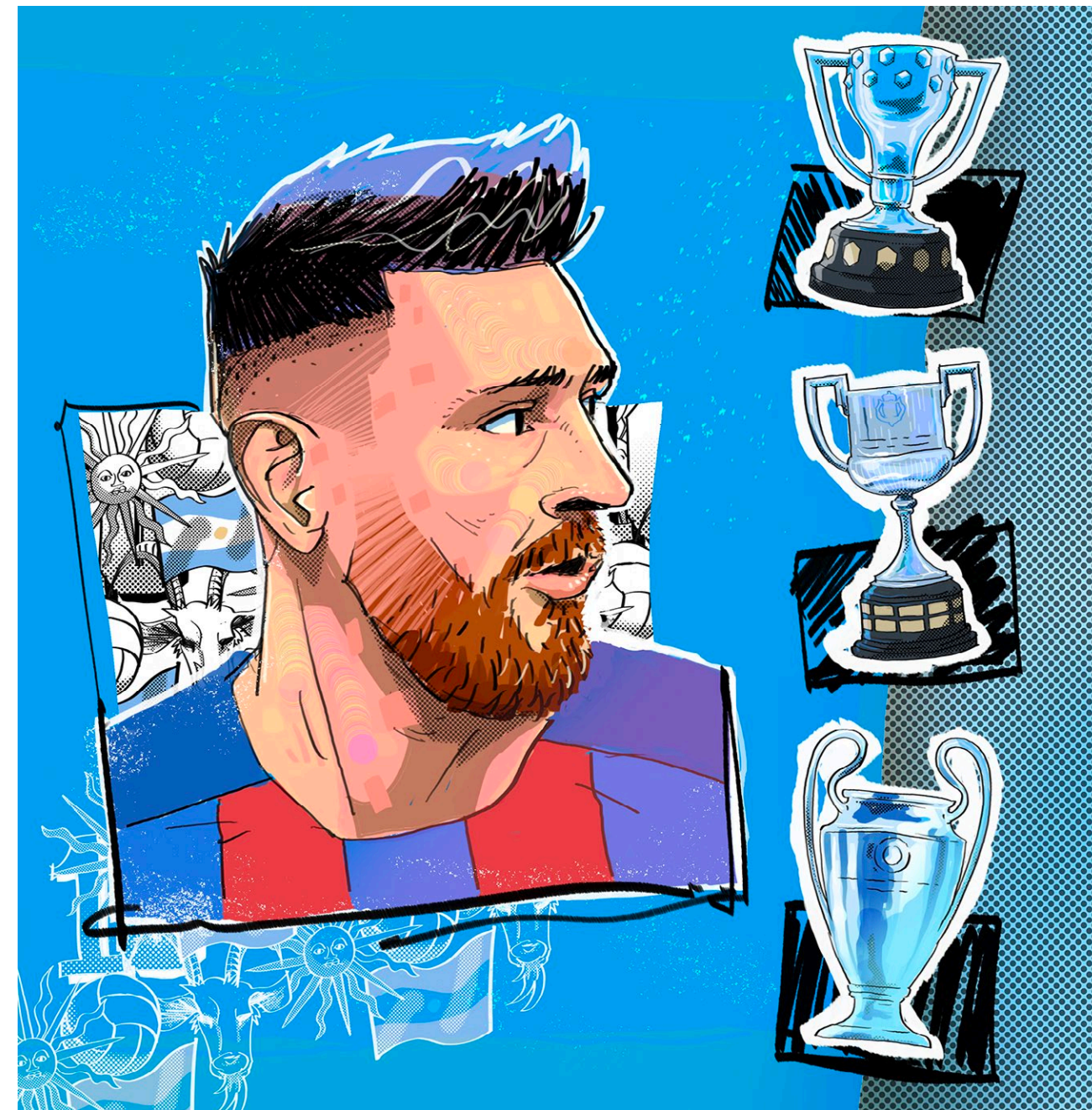
ART FOR MOTION

Commissioned by 2Tall animation studio for the MLS, to celebrate Messi moving to Inter Miami.

I developed the content and flow of the video with thought given to how each frame would transition to and from neighbouring pieces in a 30 second final video.

All motion work executed by the talented Marco Cardenas.

4 of 11 pieces created.



TRADING CARDS

2Tall animation studio commissioned me to create artwork ahead of two monumental events in US Soccer; the retirement of Julie Ertz and Megan Rapinoe.

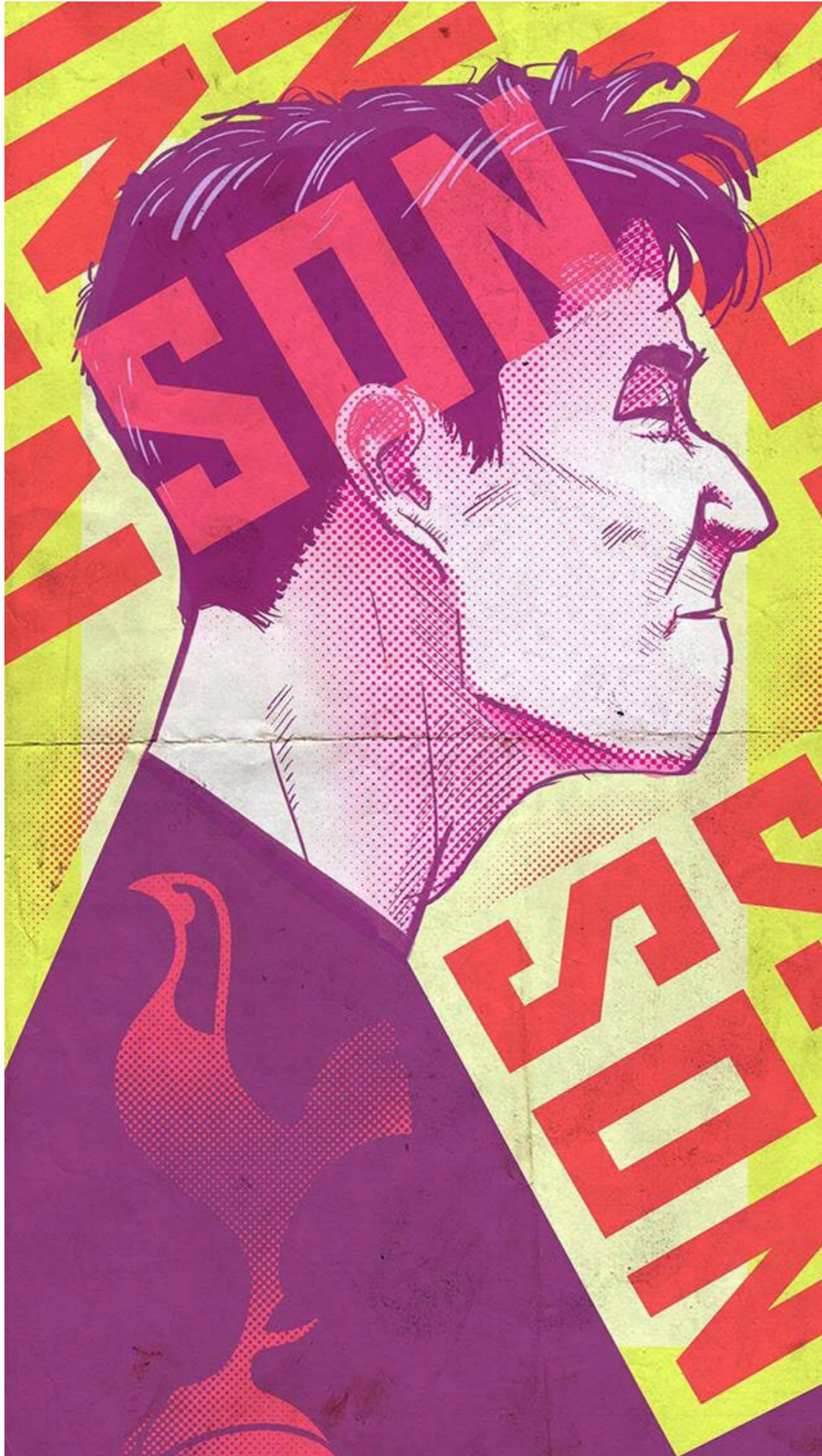
The work was used on the HighlightHER socials to celebrate each player and their storied careers. I had to develop artwork along with an overall visual presentation that clicked with HighlightHER branding.



LAYOUTS



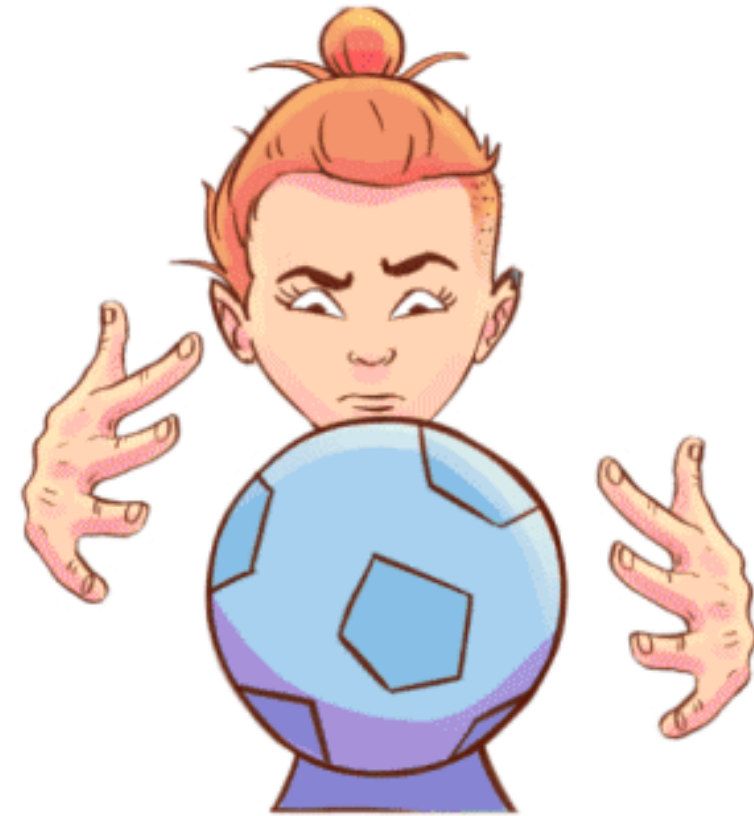
PORTRAITS



STICKERS

I worked with 'Just Global' to create this sticker pack for Facebook. The pack, 'Fantasy Football for All' was used on Whatsapp to coincide with the beginning of the season. I devised, executed and animated the entire pack.

Metrics on the first 3 months of use found the pack to be one of the most used across Whatsapp worldwide.



STICKERS

My production workflow involved creating dense spreadsheets of ideas and tagging emotional keywords beside each sticker idea. I devised each stickers animation loop as I developed the visuals. With prompt direction on the required look and feel of the characters, I designed each one to show the emotion associated with that sticker. I provided rough concepts, then rough animatics and then final artwork which when approved could go to final animation.



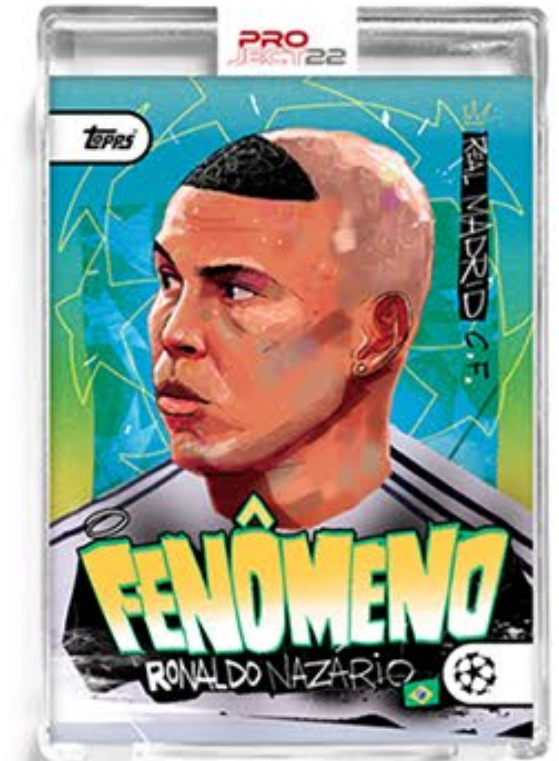
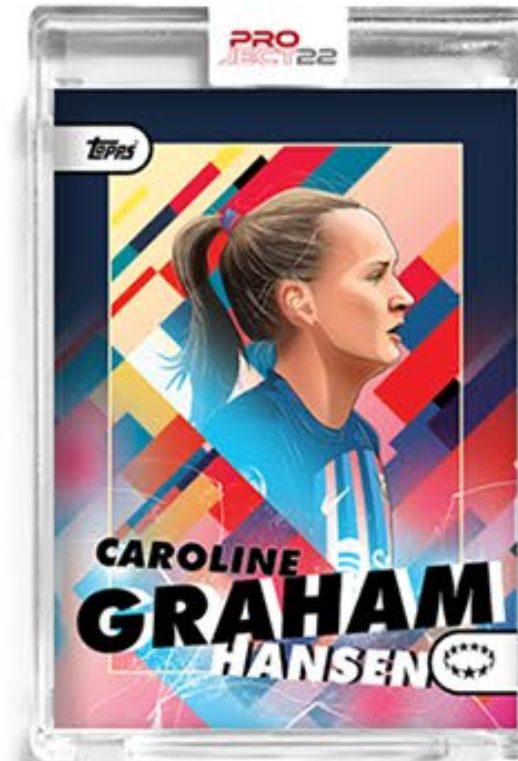
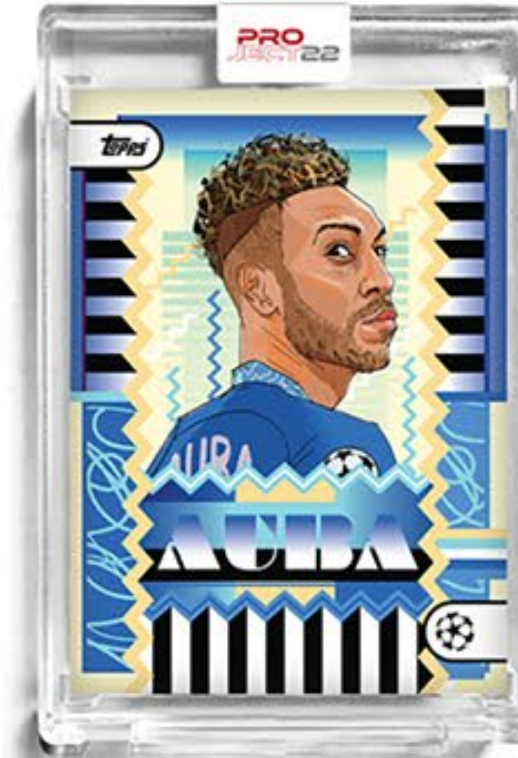
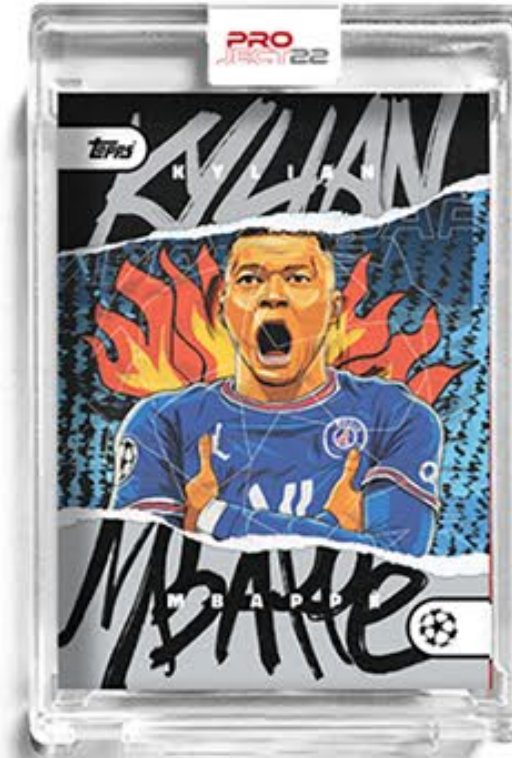
TRADING CARDS

Work created for 'Project 22' a Topps campaign concentrating on players playing within the UEFA Champions League.

2 of 10 card set.



TRADING CARDS



COVERS

THE RED BULLETIN
ABSEITS DES ALLTÄGLICHEN

OSTERREICH
APRIL 2022
€3,50

33
Fragen an die
neue Nr. 1

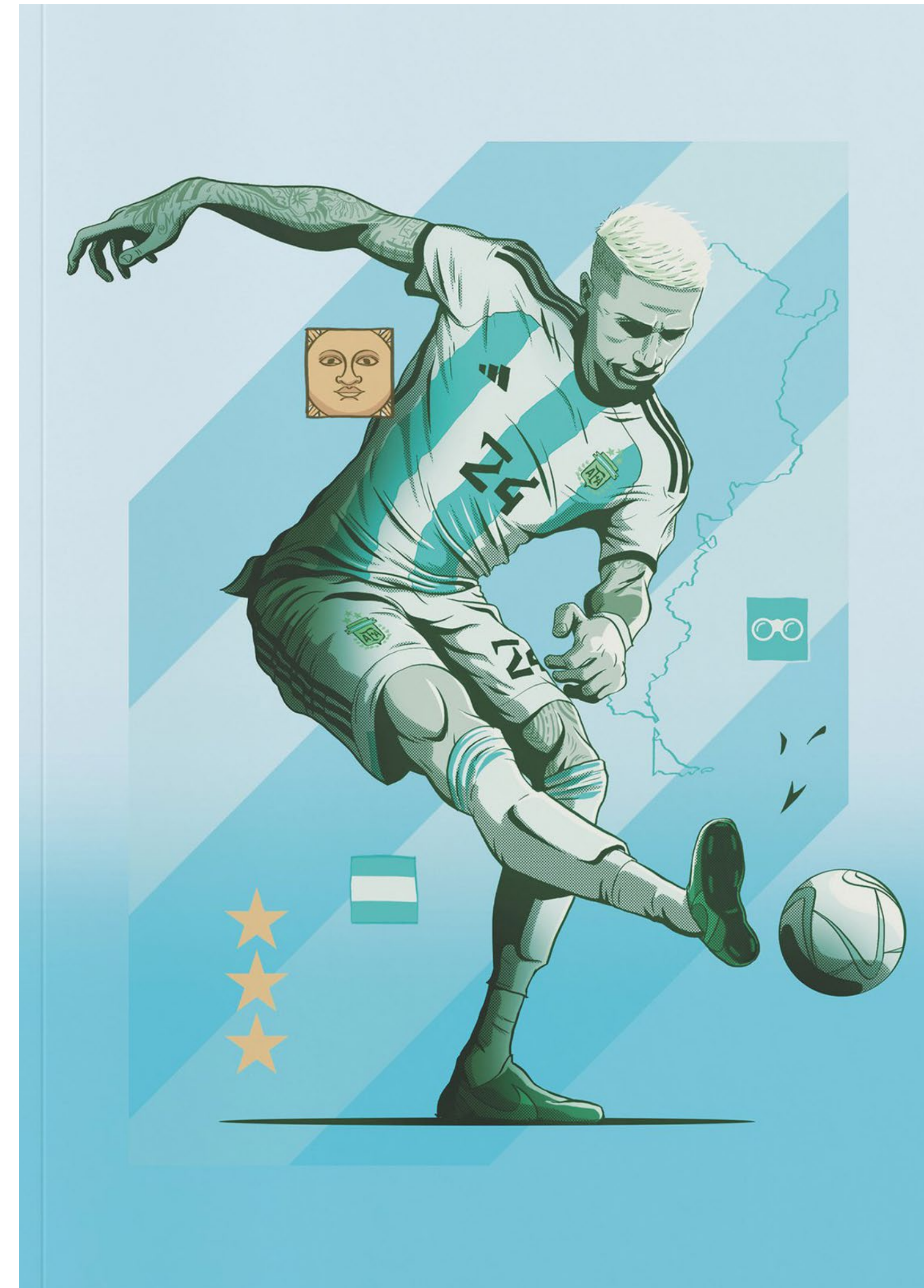
**WER
IST
MAX?**

Formel-1-Champion
MAX VERSTAPPEN
über Kindheitsidole,
Tempolimits und
seine Karriere
als E-Gamer

PLUS
JOCHEN RINDT
PENÉLOPE CRUZ
MIRIAM HÖLLER
SEAN PAUL

JETZT ABONNIEREN: GETREDBULLETIN.COM

The cover features a stylized illustration of Max Verstappen in a blue racing suit and cap, looking upwards. The Red Bull logo is prominent on the cap and suit. The magazine title 'THE RED BULLETIN' is at the top, with 'ABSEITS DES ALLTÄGLICHEN' below it. The issue number '33' and 'Fragen an die neue Nr. 1' are in a blue circle. The main headline 'WER IST MAX?' is in large red letters. Below it, a sub-headline describes the article about Max Verstappen. A list of other featured names is under 'PLUS'. A vertical subscription link is on the right.



SOCIAL

Work created for Indiana Pacers with STN.



Clients: NIKE, Facebook, WhatsApp, Coca Cola, MLS, Twitter, Warner Bros, Topps, Liverpool FC, Red Bull, CBS, Scouted Football, Tottenham Hotspur, New Balance, Gatorade, Grant Wahl, The Aspen Institute, NBC, FiveThirtyEight, Time Out, Bloomsbury, ESPN, Bundesliga, Juventus, Paris Saint-Germain, Manchester City, LA Galaxy, Seattle Sounders, FAI, Green Bay Packers, Chicago Bears, Toronto Maple Leafs, Indiana Pacers, TopGolf, COPA90, Second Captains, Umbro, BT Sport, ProZone, Bleacher Report, Optus, Complex, Foot Locker, GIPHY, Match of the Day Magazine