

DARYL BRANFORD

Creative Director • Strategic Initiatives

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Executive Summary

Science-Art Director and strategic leader with 18+ years of experience transforming complex life science research into high-impact narratives that drive public engagement, institutional visibility, and fundraising outcomes. Expert in leading multidisciplinary teams and delivering large-scale initiatives that connect science, culture, and human experience. A trusted partner to executive leadership—including chancellors, provosts, and international stakeholders—known for shaping and executing vision at the highest levels. Recognized for elevating institutional storytelling to expand global awareness of the cultural and historical forces that inform modern life.

Qualifications

- Translated complex scientific research into clear, compelling narratives that extended beyond academia to drive engagement and support fundraising initiatives.
- Lead multidisciplinary teams, aligning scientists, designers, and technologists under a unified vision to deliver cohesive, high-impact work.
- Operated at the intersection of science, storytelling, and strategy as both creative director and institutional partner within a globally ranked research environment.
- Partnered with senior leadership—including chancellors, provosts, and global stakeholders—to develop initiatives shaping cultural and systems-level impact, including collaboration with embassies.
- Balanced strategic direction with hands-on execution, producing outcomes defined by intellectual rigor, creative excellence, and real-world relevance.

Work Experience

Director of Science-Art Initiatives | March 2016-February 2026

The Huck Institutes of the Life Sciences, Penn State University

- Led translation of complex life science research into public-facing narratives through research-driven experiential initiatives, strengthening institutional engagement and advancing awareness of the life sciences.
- Directed end-to-end development of immersive experiences—from concept through deployment—culminating in high-profile convenings at the Ecuadorian Embassy that united key stakeholders, catalyzed cross-sector collaboration, and established a scalable model for international expansion.
- Designed and engineered experiential environments, integrating architectural systems, fabrication workflows, and electrical infrastructure to shape spatial user experiences that translated complex scientific narratives into intuitive, immersive interactions.

- Developed large-scale exhibition graphic systems for installation environments, ensuring visual cohesion across digital and physical experiences.
- Implemented modular, remotely updatable content systems in collaboration with university leadership and international stakeholders to deploy site-responsive, scalable experiences across global audiences.

Multimedia Specialist | August 2008-March 2016

The Eberly College of Science, Penn State University

- Engineered 2D/3D visual systems and interactive digital assets for online and emerging learning platforms, expanding access to science education and supporting course experiences used by thousands of learners.
- Designed and built immersive Unity-based lab environments for online courses, enabling students to explore, collect, and analyze data through interactive, game-based learning systems.
- Transformed complex scientific content into scalable digital experiences through integrated design, animation, and development workflows, contributing to Coursera's "Epidemics: The Dynamics of Infectious Diseases" and establishing shared asset systems for Penn State World Campus.

Selected Media Features

[Biomachine Installation](#) — Penn State News

["Invisible Worlds"](#) Science-Art Exhibition — Penn State News

["Zombie Ants"](#) Immersive Experience — WFMZ-TV News

[Ecuador Cultural Exchange Initiative](#) — Penn State News

Education

Bachelor of Arts in Arts and Architecture, Pennsylvania State University

Skills

2D / Visual — Adobe Creative Cloud, Figma, DaVinci Resolve

3D — Cinema 4D, Blender, Houdini

Real-Time — TouchDesigner, Unreal Engine, Unity, Ableton Live, Max/MSP

Awards and Grants

- Awarded the Institutes of Energy and the Environment's (IEE) Seed Grant Program.
- Received the Huck Institutes "Thinking Outside of the Box" award.