



profile

Creative, energetic, technically savvy, design professional with a demonstrated ability to lead results-driven project teams within tight deadlines.

- Creative Concepting
- Interactive/Print Design and Execution
- Project Management
- Photo Art Direction

experience

Freelance Art Director/Designer 1998 - Present

- Find cost-effective customer solutions
- Concept, design, and execute projects
- Photo art direction
- Create logo and identity systems

Clients: Budweiser Minneapolis, Joli Salon, New Beginnings Spa, PureEnvy.com, Firetrucks.com

Senior Designer 2000- 2003

Musicland Group Inc. - Sam Goody, Suncoast, Mediaplay

- Promoted to Sr. Designer within 12 months
- Design and code web campaigns
- Directed Production staff
- Lead designer for SamGoody.com, MediaPlay.com and special promotions
- Redesigned SamGoody, Suncoast & MediaPlay.com to include editorial & interactive content
- Awarded the Musicland President's Award
- Ad design, Package design
- Photo art direction

Lead Web Designer/ Designer 1999- 2000

Cevette and Company Advertising Agency

- Website concepting, design and coding
- Concepting, design and production of print ads
- Creative concepting for TV and radio commercials
- Logo development

Clients: Timberlodge Steakhouse, RentInParis.com, Minnesota Corn Growers

Online Art Director/ Associate Art Director

1997- 1999

Recreational Publications, producers of American Snowmobiler magazine

- In-house and client ad design
- Video sleeve design
- Daily maintenance of website
- Magazine page design and special pull-out sections
- Redesign of AmSnow.com to incorporate article archive, e-commerce, and "Members" area
- Press checks
- Photo art direction
- Static and animated web banner design

Instructor/ Copy Consultant 1996-1997

Kinko's Copy Center

- Instructed Introduction to Scanning class
- Consulted customers on how best to express their ideas on paper

computer proficiency

Adobe GoLive, Adobe Illustrator, Adobe ImageReady, Adobe Photoshop, Macromedia Dreamweaver, FTP software, Microsoft Office, QuarkXPress, Macromedia Flash, TeamSite

education

Brown Institute 1994-1996

Advertising Design Degree

GPA 3.75

Earned the President's Award for Academic Achievement

Winona State University 1992-1994

Art major with emphasis in Studio Arts

portfolio

visit www.designerdave.com to view a sample of my work

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