

GREGORY DAVID

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ABOUT

Seasoned graphic designer with proven performance to drive sales and convey marketing and branding communications effectively. An astute print design expert and keen on digital trends and best practices as well. Faces all projects with integrity, curiosity, and fearlessly seeks feedback and collaboration. Experience ranges from freelance work with startups building brands from the ground up, to working in corporate environments with multi-national global corporations enforcing and strengthening their brands through design.

SKILLS & QUALIFICATIONS

- Expert in Adobe Creative Suite CC (Photoshop, Illustrator, and InDesign) and proficient in Microsoft Office
- Digital Asset Management expertise with familiarity in AEM, NetX, and OpenText systems
- Print design specialist, with extensive knowledge in color management and ICC profiling, and pre-press production
- Knowledge of HTML & CSS languages
- Proficient in digital design best practices
- Strong typography and composition skills
- Perfectionist and extremely detail oriented
- Technically inclined
- Experience working with global corporations
- Enjoy mentoring and leadership
- Avid problem solver
- Process improvement liaison
- Balancing multiple projects and multiple deadlines
- Prioritizing projects based on due dates and clients
- Excellent communication skills

EDUCATION

UNIVERSITY OF MASSACHUSETTS DARTMOUTH

BACHELOR DEGREE IN FINE ARTS

- Concentration in Visual Design, Graphic Design & Letterform
- Grade point average: 3.413
- Dean's list: 7 semesters
- Degree honors: cum laude

EXPERIENCE

A.T. CROSS COMPANY

DECEMBER 2019–MARCH 2020

SR. GRAPHIC DESIGNER (CONTRACT)

Assisted the design team in creation of direct to consumer digital marketing materials such as emails showcasing products and marketing campaigns, social posts, and print pieces including trade show booths, advertisements, flyers, brochures, and catalogs.

ABBOTT

OCTOBER 2018–AUGUST 2019

SR. GRAPHIC DESIGNER (CONTRACT)

At Abbott, was part of the design team responsible for converting marketing materials created under the recently purchased Alere brand, over to Abbott's brand guidelines and standards. Responsibilities included both design and production work, working on various projects including: trade show booth graphics, signage, and iconography, to product sheets, advertisements, technical briefs, email and web banners, brochures, and catalogs. Was also responsible for collecting and organizing digital photography assets from various locations then tagging those assets into a centralized digital asset management system (Adobe Experience Manager), benefiting the design team's need to find images quickly and easily. Managing these assets was ongoing, and took on the role of digital asset management alongside multiple day-to-day design projects that still had to meet strict deadlines.

FREELANCE

OCTOBER 2016–OCTOBER 2018

For two years worked as freelance designer with most projects consisting of logos, corporate identity, web layouts, and Facebook marketing. Clients ranged from bioinformatics and medical companies, to local musicians and music promoters.

VISTAPRINT

MARCH 2008–OCTOBER 2016

SR. GRAPHIC DESIGNER

Created top-selling, impactful marketing and branding templates sold on Vistaprint's website, generating millions in revenue. Working alongside designers, art directors, and creative directors on the Product Design team, conceptualized and guided designs from start to finish and met with clients to ensure the designs created adhered to specific guidelines from the creative brief—to drive sales and create impactful brands for Vistaprint's customers. Worked on a vast range of products and projects, spanning from logos and branding, holiday cards and wedding invitations, to t-shirts, embroidery digitizing, and promotional products. Worked in many different design styles ranging from clean and modern, to fun and whimsical, vintage and bold, and everything and everything in between.

Took on many projects outside of the design realm such as color management and ICC color profiling, and even helped implement a digital asset management system for the company. In addition, worked with asset vendors such as Corbis, Getty, and Fotolia to purchase and inventory assets for the team within budget. Other duties required skills as guidance in areas of: software implementation, pilot teams, new product

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launches, working with developers, and anything that required technical skill aside from graphic design work. Many of the projects directly assigned required a problem solving attitude, a 'can do' spirit, ability to work cross-functionally with teams globally. Was also part of a pilot team to test and implement an Agile work-flow processes. During this project, was tasked with providing feedback and process suggestions to managers so the creative team could move over to the Agile work-flow in a way that was comfortable and efficient for Vistaprint's designers.

Here is a quick overview of some highlights during my Vistaprint career:

Graphic Design

- Participated in Brief Reviews with clients to go over basic needs of projects
- Conceptualized designs from start to finish while seeking feedback from Art Directors and teammates
- Created top-selling designs that generated millions in revenue
- Worked in many different design styles ranging from clean and modern, to fun and whimsical, and vintage and bold

Digital Asset Management System Implementation Project

- Researched and helped choose software options
- Devised keywording and meta-data structure for all of Vistaprint's creative teams
- Organized and tagged assets so they could be easily found and used
- Worked cross functionally with the other teams to make sure the system would work for everyone involved
- Today, the company is using the software recommended from this project

Agile Pilot Test Team

- Became an "Agile Ambassador" for the team
- Participated in providing proactive and honest feedback for process changes in order for Vistaprint's design team to switch over to the Agile work-flow
- Helped determine which Agile methods worked best for our team
- Assisted the team in successfully making a full switch to Agile, and is still using the Agile process work flow today

Product Design Technical Lead

- Helped guide developers with user experience for Vistaprint's custom-built plug-ins for design programs
- Recorded and tracked internal design tool issues
- Provided guidance with any technical questions developers or designers have about specifics with tools the Product Design team uses

Embroidery Pilot Team

- Explored design and production process possibilities for Product Design and manufacturing of embroidered products such as hats and polos.
- Assisted with user experience and usability design of software custom-built for Vistaprint by in-house developers for designers to create embroidery
- Became proficient in digitizing and converting designs for embroidery

REFERENCES

DEREK SIMPSON

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