

GREGORY DAVID

508.641.3566
WALPOLE, MASSACHUSETTS
GREGDAVID85@GMAIL.COM
WWW.GREGORYDAVIDDESIGN.COM

ABOUT

Seasoned graphic designer with 15+ years of proven performance driving sales and conveying marketing communications effectively. Expert in print design with keen understanding of digital trends and best practices. Combines creative vision with technical expertise to build brands from inception to multi-national scale. Known for integrity, collaboration, and fearlessly seeking feedback to deliver exceptional results.

KEY ACHIEVEMENTS:

- Generated millions in revenue through top-selling design templates at Vistaprint
- Led brand refinement strategy across multiple business segments at Charles River Laboratories
- Co-Founded and built complete brand identity of consumer products startup

SKILLS & QUALIFICATIONS

DESIGN SOFTWARE

- Expert: Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Proficient: Sketch, Adobe XD, Figma, After Effects, Dreamweaver
- Working knowledge: HTML & CSS

TECHNICAL SKILLS

- Digital Asset Management (AEM, NetX, OpenText)
- Print production & pre-press expertise
- Color management & ICC profiling
- Cross-platform proficiency (Windows & Mac OS)
- Microsoft Office 365

PROFESSIONAL SKILLS

- Brand strategy & identity development
- Typography & composition
- UX/UI design principles
- Agile methodology
- Team leadership & mentoring
- Multi-project management
- Process improvement

EDUCATION

UNIVERSITY OF MASSACHUSETTS DARTMOUTH

BACHELOR OF FINE ARTS IN VISUAL DESIGN,
GRAPHIC DESIGN & LETTERFORM

- GPA: 3.413 | Graduated Cum Laude
- Dean's List: 7 semesters

EXPERIENCE

CHARLES RIVER LABORATORIES | WILMINGTON, MA

MAY 2022–FEBRUARY 2025

SR. GRAPHIC DESIGNER & MULTIMEDIA SPECIALIST

- Designed on-brand collateral including trade show booths, catalogs, advertisements, and technical documents for global biotech leader
- Spearheaded comprehensive brand refinement strategy across multiple business segments:
 - Conducted stakeholder interviews with marketing managers to assess brand awareness
 - Performed detailed brand audits identifying consistency gaps
 - Developed mood boards and creative direction through iterative review process
 - Created and launched brand book for Microbial Solutions business segment, ensuring alignment with overarching corporate brand guidelines
- Served as Digital Asset Management admin, establishing governance protocols and consulting asset reorganization plan with admin team
- Participated in Agile ceremonies including retrospectives and quarterly planning sessions

(ADD)VENTURES | EAST PROVIDENCE, RI

MARCH 2021–MAY 2022

SR. GRAPHIC DESIGNER (INDEPENDENT CONTRACTOR)

- Designed multi-channel campaigns for major retail pharmacy client focusing on COVID-19 vaccine communications
- Created cohesive materials across print and digital including fliers, emails, landing pages, social campaigns, and out-of-home advertising
- Developed light animation and motion graphics for digital campaigns

A.T. CROSS COMPANY | PROVIDENCE, RI

DECEMBER 2019–MARCH 2020

SR. GRAPHIC DESIGNER (CREATIVE CIRCLE CONTRACTOR)

- Created direct-to-consumer digital marketing materials showcasing luxury writing instruments
- Designed trade show environments, print advertisements, and product catalogs
- Developed email campaigns and social media content aligned with brand guidelines

ABBOTT — RAPID DIAGNOSTICS | WALTHAM, MA

OCTOBER 2018–AUGUST 2019

SR. GRAPHIC DESIGNER (CREATIVE CIRCLE CONTRACTOR)

- Helped execute massive brand conversion project transitioning over 1500 assets of acquired Alere marketing materials to Abbott brand standards
 - Converted a diverse range of collateral including white papers, product sheets, brochures, and technical briefs
- Implemented digital asset management system using Adobe Experience Manager
- Tagged, organized, and uploaded photography assets from multiple locations for improved team efficiency
- Balanced DAM responsibilities with multiple design projects meeting strict deadlines

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VISTAPRINT | WALTHAM, MA

MARCH 2008–OCTOBER 2016

SR. GRAPHIC DESIGNER

- Created top-selling marketing and branding templates generating millions in revenue
- Designed across extensive product range from logos to wedding invitations to promotional products
- Mastered diverse design styles from clean/modern to vintage/bold to meet varied customer needs
- Led technical initiatives including color management, ICC profiling, and DAM system implementation
- Managed asset procurement with vendors (Corbis, Getty, Fotolia) within budget constraints
- Pioneered Agile workflow adoption for creative team, providing process recommendations to management
- Collaborated cross-functionally with global teams on software implementation and product launches

OTHER EXPERIENCE

ARRIBA HOLDING LLC (STARTUP) | PROVIDENCE, RI

JANUARY 2021–NOVEMBER 2024

FOUNDER / DIRECTOR OF MARKETING & BRANDING

- Built comprehensive corporate brand from inception, including positioning, identity, strategy, and voice
- Developed full marketing plan with consumer insights, personas, and go-to-market strategy
- Designed complete packaging line for cannabis products including child-safe chocolate boxes, gummy tins, and mylar pouches
- Provided art and creative direction for contractor teams
- Created investor relations and acquisitions assets including pitch deck, 3D mock-ups of packaging and products, and brand guide

FREELANCE | WALPOLE, MA

OCTOBER 2016–OCTOBER 2018

- For two years worked as freelance designer with most projects consisting of logos, corporate identity, web layouts, and social media marketing.
- Clients ranged from bio-informatics and medical companies, to local musicians and concert promoters.

REFERENCES (phone numbers available upon request)

DANIELLE PLAYER

CHARLES RIVER LABS / CREATIVE MANAGER

dani.player@crl.com

ADAM DIOS

CHARLES RIVER LABS / MARKETING MANAGER

adam.dios@crl.com

TREVOR MARZELLA

(ADD)VENTURES / ART DIRECTOR

tmarzella@addventures.com

DEREK SIMPSON

A.T. CROSS COMPANY / ART DIRECTOR

dereksimpson8@gmail.com

PATRICIA HARDY

ABBOTT / CREATIVE DIRECTOR

patriciahardy@me.com

KRISTOFF KROWCHENKO

ABBOTT / SR. GRAPHIC DESIGNER

k.krowchenko@gmail.com

MEGHAN MORAHAN

VISTAPRINT / CREATIVE DIRECTOR

mmorahan@vista.com