

EXPERIENCE

Art Director, Golden Lasso (*March 2006 – Present*)

- ♦ Leader of design team for 10-person graphic design firm, specializing in branding, identity, and direct response marketing for travel and leisure, high technology, and nonprofit clients
- ♦ Direction of complex projects through production and design, managing deadlines through a team of staff and freelance copywriters, designers, illustrators, photographers, and production artists
- ♦ Clients include Holland America Line, Microsoft Services and Manufacturing divisions, Jonova, Consolidated Restaurants, The Puccini Group, Hunt Marketing Group, Seattle Chocolate Company, Passages Northwest, Childcare Resources
- ♦ Major contributor to growth of client revenue through high quality of design and service

Designer, The Hacker Group (*January 2002 – March 2006*)

- ♦ Lead designer for direct marketing, advertising, and interactive campaigns for high technology, financial services, insurance, telecommunications, and luxury resort corporations across the United States and Canada
- ♦ Design, direction, and production of multiple print and interactive projects in an extremely fast-paced, deadline-driven environment with a focus on teamwork and strong client service
- ♦ Clients included Washington Mutual, Microsoft Windows Embedded, Merant, Onyx, Speakeasy, MSN Direct, Toshiba, RightNow Technologies, Cingular Wireless, and many others

Designer, Nichols+Duncan Design Communications (*September 2000 – August 2001*)

- ♦ Designer of brochures, collateral, annual reports, conference and award marketing materials, programs, newsletters, large-scale exhibits, and identity programs
- ♦ Clients included MCI Worldcom and American Diabetes Association

Publications Manager, George Mason University (*August 1997 – August 2000*)

- ♦ Designer, editor, and advertising manager of national magazine: initiated 4-color redesign, doubled advertising revenue over three years, and raised subscriber base by 20%

SKILLS

- ♦ Expert in InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, QuarkXPress, and Office
- ♦ Production of interactive content, including coding of HTML, use of CSS, and Flash
- ♦ Strong conceiving and copywriting skills for both marketing and editorial content
- ♦ Skilled in film and digital photography and photo direction (product and location)

EDUCATION

B.A. English Language and Literature, secondary emphasis in design, University of Virginia
Three years graduate study in writing, George Mason University

SALARY REQUIREMENTS

Salary is negotiable

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david sherwin design

art direction copywriting creative strategy