

THE RESUME OF

DAVID M. ANDERSON

GRAPHIC DESIGN | WEB DESIGN | UX DESIGN

CONTACT

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SKYPE

innov8ional

SOFTWARE PROFICIENCY



PHOTOSHOP



ILLUSTRATOR



INDESIGN



PREMIERE



REVIT



WORDPRESS

EXPERTISE

CONTENT STRATEGY



VIDEO EDITING



COPY WRITING



DATA VISUALIZATION



BRAND DEVELOPMENT



USER EXPERIENCE



INTERESTS



GAMING PHOTOGRAPHY HIKING FILM 3D MODELING

PROFILE

As your design expert, I bring to the table a fierce determination for success, a deep understanding of marketing concepts and content strategy, as well as a collaborative spirit. With over 16 years of experience in the visual communications industry, I offer a seasoned eye and a breadth of experience that allows me to confidently, and efficiently, solve a wide array of visual communications challenges. *Let's get started!*

WEB LINKS



PORTFOLIO

RELEVANT EXPERIENCE

2005
2020

INDEPENDENT DESIGNER + CONSULTANT

DM Anderson design + branding + illustration ("DMA+DBI") | Oroville, CA

Successfully delivered print and web assets for clients spanning industries including non-profit, tech, architecture, and retail. Executed nation wide asset production management services. Provided monthly web security and maintenance management services for multiple client sites.

TYPICAL PROJECTS: Logo, web, & presentation design. UI/UX. Design audit & brand consultation.

2015
2016

CREATIVE DIRECTOR + ASSOCIATE DEVELOPER

Sochule, Inc. | Chico, CA

Lead a design and development team of 3-6 from multiple countries on a daily basis that delivered web, print, and app projects to clients throughout the country. Facilitated print asset production.

TYPICAL PROJECTS: Branding, web, & packaging design. UI/UX (iOS/Android) & deck design.

2012
2014

SPECIAL PROJECTS LEAD, BCAD

Butte-Glenn Community College | Oroville, CA

Delivered an archive of 40,000+ files. Developed image restoration actions using Photoshop and Bridge. Established file distribution network facilitating both Apple and Windows machines.

TYPICAL PROJECTS: Presentation & infographic design. Image restoration. Action development.

2010
2011

MARKETING + DESIGN CONSULTANT

USS Hornet Museum | Alameda, CA

Conducted brand audits and developed marketing strategy to address revealed weaknesses. Coordinated with business dev team to arrange and on-site produce events (3,000+ attendees). Managed outgoing communications including PSAs, advertisements, and press releases.

TYPICAL PROJECTS: Event asset design. Presentation & infographic design. Web design.

2004
2007

GRAPHIC DESIGNER + INTERNET SALES MANAGER

San Francisco Honda | San Francisco, CA

Co-Founded Sales Ambassador Program, working directly with the CEO to tailor program to 8 unique target demographic segments. Successfully managed corporate events (20,000+ attendees), leading teams of 10 or more, and managing asset packages of \$100,000 or more.

TYPICAL PROJECTS: Weekly sales ads for SF Bay Area publications. Web coupon sheets.

EDUCATION

ART SCHOOL

ART INSTITUTE OF CALIFORNIA,
SACRAMENTO

Graphic Design, BS

COLLEGE

BUTTE COLLEGE

AS, Graphic Design
AA, Applied Drafting Tech

INTERNSHIP

STUDIO TEN, SF

Web design internship
(2003-2004)