

# DAVID SPENCER

## GRAPHIC DESIGNER



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### SKILLS

## ADVANCED KNOWLEDGE IN ADOBE CREATIVE SUITE

VECTOR BASED FILES, PHOTO CORRECTION, DESTRESSING, CREATIVE THINKING, BRAND MANAGEMENT, TYPOGRAPHY, PRODUCT DEVELOPMENT, TREND FORECASTING AND MORE

### EDUCATION CREDITS

## RECEIVED A BFA IN GRAPHIC DESIGN FROM COLUMBUS COLLEGE OF ART AND DESIGN (2007)

# WORK HISTORY

#### CLASSIC IMPORTS | ART DIRECTOR | GRAPHIC DESIGNER

- LEAD A TEAM OF DESIGNERS TO OPTIMIZE CURRENT PRODUCTS, AND CONCEIVE AND DEVELOP NEW PRODUCTS FOR A VARIETY OF LARGE SCALE RETAIL MARKETS.
- OVERHAULED ALL CLIENT-BASED MEDIA AND PRODUCED A PRESENTATION TEMPLATE FOR A SMOOTHER MORE COHESIVE COMPANY LOOK.
- CREATED AN 80 PAGE CATALOG FOR OVER 8,000 BUYERS THAT INCREASED COMPANY EARRINGS BY 40%.
- WORK DIRECTLY WITH MULTIPLE WELL KNOWN LICENSES AND BUYERS TO CREATE CUSTOM PRODUCTS FOR MASS MARKET.
- COMMUNICATE WITH CHINESE, INDIAN, AND AMERICAN VENDORS TO ENSURE PRODUCTION IS COMPLETED EFFICIENTLY AND IN A QUALITY MANNER.

#### LUX STRATEGIC | FREELANCE DESIGNER

- HELPED ESTABLISH A BRAND FOR THEIR COMPANY, PROVIDING DIFFERENT GRAPHICAL ELEMENTS FOR THEIR PROMOTIONAL PIECES SUCH AS MEDIA KITS, POSTERS, AND BROCHURES.
- DESIGN DIVERSE MEDIA PROJECTS FOR THEIR CLIENT BASE INCLUDING LORAIN NATIONAL BANK, KEYSTONE POINTE HEALTH AND RECREATIONAL CENTER, SPRENGER, THE LAKE ERIE CRUSHERS, AND SUNBRIDGE REHABILITATION CENTER.

#### MOBIUS GREY | DESIGNER

- WORKED ON AN EXTENSIVE CAMPAIGN FOR COSE WHICH ENCOMPASSED A LARGE VARIETY OF MEDIUMS FROM PRINT TO WEB.
- WORK CLOSELY WITH THE CLIENT TO COME UP WITH THE BEST POSSIBLE SOLUTION FOR EACH CAMPAIGN, AND HANDLE QUOTES AND SPECS FOR FINALIZED PRODUCT.
- DESIGN A VARIETY OF PRINT PIECES FOR THEIR WIDE RANGE OF CLIENTS INCLUDING UNIVERSITY HOSPITALS, POLICY BRIDGE, RTA, AND COSE.

#### KUNO CREATIVE GROUP | DESIGNER

- DESIGN PROMOTIONAL MATERIALS FOR COMPANIES SUCH AS LOGOS, BILLBOARDS AND MAILERS ON A FREELANCE BASIS.
- WORK WITH ACCOUNT MANAGERS AND DESIGN TEAM IN A GROUP SETTING TO CREATE FINAL ARTWORK FOR CLIENT.

#### SEVELL & SEVELL | DESIGNER

- CREATE ADVERTISING, PROMOTION PIECES, WEBSITE DESIGN AND OTHER AFFILIATED PROJECTS TO IMPLEMENT SUCCESSFUL MARKETING STRATEGIES FOR CLIENTS.
- DEVELOPED A CAMPAIGN WITH A GROUP OF DESIGNERS TO REVIVE AN OTHERWISE UNKNOWN BRAND WHICH RESULTED IN A REVENUE INCREASE OF 15%.