

David Paul

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OBJECTIVE To produce inspired design concepts for interactive & print media.

EXPERIENCE • **Freelance Designer • New York, NY**

January 2009 > Present

Completed projects for Alliance Bernstein, Crane Paper, Natural Resources Defense Council, Marin Agricultural Land Trust, Newmark Knight Frank, PEX Card, SmartPath, and others. Deliverables include responsive websites, infographics, user interfaces, mobile websites, landing pages, social media banners, HTML emails, logos, branding, marketing collateral.

• **Tarisio • New York, NY**

Designer/Art Director

December 2007 > Present

Design and help construct intricate PHP/MySQL e-commerce / auction website, managing programmer. Design and produce digital materials: mobile app, mobile website, responsive website, social media banners, HTML emails. Budget, spec, design and produce branding / marketing materials in various media and formats, including exhibition signage / materials, catalogs, ads, mass mail items, posters, and other collateral. Perform pre-press. Research and select print vendors, solicit contracts.

• **Freelance Designer • New York, NY**

October 2006 > December 2007

Designed and executed advertorials, editorial layouts, logos and type treatments, performed digital image manipulation, illustration, mechanical production, and pre-press. Performed photo research and photo selects. Completed projects for CDM New York, The New York Times, Hearst Corporation, and others.

• **Macmillan/McGraw-Hill Companies • New York, NY**

Senior Designer

June 2000 > October 2006

Designed and executed concepts for book prototypes, audio CD packaging, social media banners, marketing materials, and other products. Conceived and executed logos, type treatments, infographics, and digital image manipulation. Directed outside studios and in-house production artists in layout and design. Contracted and reviewed illustrations, performed photo selects and on-site color press checks, supervised photo shoots. Managed and trained freelancers and new hires.

• **Freelance Designer • New York, NY**

October 1995 > June 2000

Designed and executed websites, user interfaces, annual reports, brochures, and publication layouts. Conceived and executed logos and type treatments, performed digital image manipulation and illustration. Contracted and reviewed illustrations, performed photo research and photo selects. Completed projects for AT&T, American Express Travel Related Services, Inc., AOL, and others.

EDUCATION	<ul style="list-style-type: none"> • SUNY Empire State College • <i>New York, NY</i> BA, Interactive Design, 4.0
	<ul style="list-style-type: none"> • Noble Desktop • <i>New York, NY</i> Training in JQuery, CSS, responsive design, HTML email, Dreamweaver
	<ul style="list-style-type: none"> • Pratt Institute • <i>New York, NY</i> Coursework in design, illustration, 3D animation and 2D CAD
	<ul style="list-style-type: none"> • School of Visual Arts • <i>New York, NY</i> Coursework in print and video production
	<ul style="list-style-type: none"> • University of Cincinnati • <i>Cincinnati, OH</i> Fine Arts major
	<ul style="list-style-type: none"> • Miami University • <i>Oxford, OH</i> Dual Music / Fine Arts major. Music scholarship
LANGUAGES	Some German

SKILLS	Photoshop	●●●●●●●●●●
	InDesign	●●●●●●●●●●
	Illustrator	●●●●●●●●●●
	Sketch	●●●●●●●●●●
	HTML/CSS	●●●●●●●●●●