



David Paul
Integrated Designer

davidpauldesign.com

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Experience

Freelance Designer

David Paul Design
New York, NY
October 2006–Present

Design responsive websites, mobile websites, infographics, user interfaces, landing pages, social media ads, branding campaigns, marketing collateral, print publications. Completed projects for New York Life Insurance, Nasdaq, AB Global, Crane Paper, Natural Resources Defense Council, Newmark Knight Frank, Cline Davis Mann, The New York Times, Hearst Corporation.

Designer

Tarisio
New York, NY
January 2007–Present

Designed intricate PHP auction website, managing programmer. Created digital materials: mobile app, mobile website, responsive website, social media ads. Budgeted, spec'd, and designed 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.

Senior Designer

Macmillan/McGraw-Hill
New York, NY
June 2000–October 2006

Designed and executed concepts for book prototypes, audio CD packaging, web 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.

Education

SUNY Empire State College, New York, NY
BA, Interactive Design, GPA 4.0

Noble Desktop, New York, NY
Training in JQuery, CSS/HTML, responsive design

Pratt Institute, New York, NY
Coursework in design, illustration, 3D animation and CAD

School of Visual Arts, New York, NY
Coursework in print and video production

Skills

InDesign (*fluent*)
Photoshop (*fluent*)
Illustrator (*fluent*)

Sketch (*working knowledge*)
Dreamweaver (*working knowledge*)