

DAVID CROY - SENIOR DESIGNER
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CORE STRENGTHS: Brand identity experience with global architecture firms, premier EGD studios, and elite freelance clients, at all levels of design, from concept development and sketches, through client meetings and presentations, to coordinating with vendors throughout the production process.

WORK HISTORY:

Current: **FREELANCE** Projects include brand identity in print and built/EGD, for entertainment and retail venues in the US, the UAE, and Japan, for clients and studios including The Jerde Partnership, Venice and Hunt Design, Pasadena. I collaborate with design studios, or with my own clients, to develop branding concepts and implementation for elite projects worldwide. Responsibilities include concept development, client presentations, lettering and illustration, and production artwork for print, new media, and design development for construction. Clients include retail such as Starbucks, institutional such as the US Navy, CalTech and the UAE government, and industrial firms including Canadian Solar.

12/06 to 10/08: **SENIOR DESIGNER at ROMERO THORSEN DESIGN** in Santa Monica, California

Developed brand identity campaigns and signage implementation for premier retail and hospitality properties in the western United States, Japan, and China, including feature signage for the W Hotel, Macao. Involved in all aspects of design from concept development and presentation to overseeing construction documentation. Developed strategies for dynamic media, including vendors, content providers, financing, and community involvement. Clients included national and global architecture firms and financiers, and premier brands including the W Hotel.

02/05 to 10/06: **SENIOR GRAPHIC DESIGNER at THE JERDE PARTNERSHIP** in Venice, California

Created global marketing materials, architectural design presentations, and promotional collateral for clients including financial institutions, developers, and local and national governments. Collaborated with senior architectural designers to create conceptual environmental graphic design work; presented work to clients, governments, and senior financial and development partners, and generated design intent documents and oversaw print production.

02/04 to 08/04: **LEAD DESIGNER at ANIMAX ENTERTAINMENT** in Culver City, Ca

Responsible for creating a new Animax identity and developing interactive and user experience design, color consulting, and brand identity for clients such as ESPN, Warner Bros. and others. Of the projects I worked on, "Coping With Cancer," an online presentation, was awarded a One Show Gold Pencil; "Off Mikes" for ESPN won a broadband Emmy.

02/00 to 08/04: **FREELANCE DESIGNER** in Los Angeles, Ca

Projects included packaging; outdoor and print advertising design; identity; trademark; architectural design and signage; website development and consulting; collateral and point of sale; and psa posters for clients including retail, b-to-b, food-service and hospitality, manufacturing, real estate, petrochem, entertainment, and advertising.

My responsibilities included client meetings, creative development, presentations, and supervising all production.

1998-1999: **DESIGNER at KELLEY/DEXTER ADVERTISING** in Boston, MA

I developed and implemented advertising design and brand identities for national and global clients including Reebok, Salomon Snowboards, Aspen Ski Resorts, and more.

EDUCATION:

1994 - 96: Associate's Degree from Portfolio Center, Atlanta, a design-focused bachelor's degree equivalent. While there, I was the first teaching assistant ever employed, in Typography 1. I also freelanced for Ogilvy & Mather on posters for the Olympic games in Atlanta, and won a Show South silver medal.

1989-1991: University of Missouri, where I studied at the Media Center, a mock design agency, developing concepts and presentations, and creating final production artwork for posters and collateral.

SOFTWARE AND ABILITIES :

Advanced Adobe Suite user (AI, PS, ID); advanced Sketchup user; proficient in AfterEffects, 3d Studio Max, web technologies, Microsoft Word + Powerpoint; Acrobat; Mac OS X, Windows. My skills include typography, illustration, hand drawing and sketching, and 3d/CGI modelling, as well as a thorough knowledge of print, new media, and video production processes.

AWARDS & RECOGNITION

My work has been awarded a One Show Gold Pencil, a broadband Emmy, three awards of excellence from the Type Directors' Club, recognition in the Communication Arts Typography annual, and been featured in publications in the U.S., the Netherlands, Germany, and Honduras.