

**DAVID CROY - DESIGNER
AND CREATIVE DIRECTOR**

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CORE STRENGTHS: A deep knowledge of the entire journey of design, beginning with a genuine empathy for the end user, and including collaboration with all stakeholders, an understanding of budgets and deadlines, and a thorough understanding of final production processes. Good design is not simply how something looks or works: design is the entirety of the process.

WORK HISTORY:

18-CURRENT: FREELANCE DESIGNER/CREATIVE DIRECTOR, PHOENIX AZ

Clients include branding and packaging work for education and arts clients.

15-18: CREATIVE DIRECTOR, FREEMANXP, CHICAGO

Clients include McDonald's, Intel, Salesforce, and more. Working with Bruce Mau, I came on board to lift the level of overall design for the FXP arm of Freeman – a large, 90-year-old business built on delivering logistics of experiential marketing. While the business is mature, thoughtful design is still gaining a foothold in the space. I helped develop and deploy design thinking best practices for delivery throughout the company, in addition to my client work with some of the world's biggest brands.

14-15: SENIOR DESIGNER, GENSLER, CHICAGO

Clients include Fortune 50 corporate headquarters design, wayfinding, exhibits, and branding; wayfinding and signage for the Thompson Center, creating a brand experience for the iconic Chicago building; and creating dimensional branded and exhibit experiences. I work with project managers, architects, partners, vendors and consultants, and coach junior design staff on projects of all scales from local retail to Fortune 50 corporate headquarters. My goal is to generate collaborative excitement for the conceptual design process, and to follow through to completion by managing a team of young designers and outside vendors.

12-13: FREELANCE DESIGNER IN CHICAGO, IL

Clients: Museum of Science and Industry; Landor design - one of the country's premier brand identity studios; Revolver Video Bar in West Hollywood (the LA Times said of my redesign, "What was once dark and divey is now clean, bright and fresh... indeed welcoming.").

08-11: FREELANCE DESIGNER IN LOS ANGELES, CA

Projects included brand identity in print and built/EGD, for entertainment and retail venues in the US, the UAE, and Japan. Collaborating with design studios and clients to develop brand and built concepts 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: *Disney Consumer Products, The Jerde Partnership, Hunt Design, Starbucks, CalTech*

06-08: SENIOR DESIGNER AT ROMERO THORSEN DESIGN IN SANTA MONICA, CALIFORNIA

Developed brand identity campaigns and environmental implementation for premier retail and hospitality properties in the western United States, Japan, and China, including feature signage for the Starwood Hotels, 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: *national and global architecture firms and financiers, and premier brands including the W Hotel.*

05-06: 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.

04: LEAD DESIGNER AT ANIMAX ENTERTAINMENT IN CULVER CITY, CA

Responsible for developing interactive and user experience design, illustration, and brand identity. Of the projects I worked on, "Coping With Cancer," an online presentation, was awarded a One Show Gold Pencil and "Off Mikes" for ESPN won a broadband Emmy.

CLIENTS: *ESPN, Warner Bros*

01 - 04: PRINCIPAL AND CREATIVE DIRECTOR, EVOLV, LOS ANGELES.

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 (featured in TDC 22, Graphis Poster 2004) for clients including retail, b-to-b, foodservice and hospitality, manufacturing, real estate, petrochem, entertainment, and advertising. My responsibilities included client partnerships and presentations, creative development, presentations, and supervising all production, from pre-press, to signage and environmental projects.

CLIENTS: *Farmers Market, Third and Fairfax; Warden's Office Furniture, Modesto; Intellibank, NYC; CheMatch, San Diego; Marshall Elevator, Pittsburgh; Cole Henderson Drake Advertising, Atlanta; Colliers-Seeley, Los Angeles; Rape and Sexual Abuse Center, Minneapolis (pro bono).*

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FREELANCE TYPOGRAPHY. SHOP: VARIOUS DESIGN AND ADVERTISING AGENCIES.

Projects include: Thematic design, typography and illustration for Disney's "California Adventure" expansion to Disneyland. On this job, I worked closely with renowned illustrator and designer Charles White III (Atlantis resort, Bellagio hotel and casino) to recreate the Hollywood of the 1940's and '50's. I developed signage and environmental design detail employing original type design and illustration to be realized via various types of fabrication.

Typeface design to embody the voice of the "Beer God" in a series of award-winning outdoor, television, and print ads, also employed on all manner of the brewing company's sales tools, from banners to baseball caps to point-of-purchase displays.

CLIENTS: *Walt Disney Imagineering, Sports Illustrated, Gennessee Brewing, Acura, Reebok, Salomon, and more.*

EDUCATION:

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.

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; advanced Sketchup user, good with Cinema 4D; proficient in AfterEffects, HTML, CSS, and Flash on Mac OS X and Windows; comfortable in MS Excel, Word, and PowerPoint. I am a quick learner and can readily adapt to new software. My skills include typography, illustration, hand drawing and sketching, and 3D/CGI modeling, as well as a thorough knowledge of print, new media, and audio/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.