

David Christopher Dubin

Creative / Art Director & Principal Designer with 10 years of experience driving design direction and production for websites, digital marketing campaigns, print ads, large-scale posters / signage, media products, and fashion / apparel. Extremely organized, relentlessly innovative, and highly proficient with design technologies.

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able to relocate

Professional Experience

Art Director / Senior Designer – Prowest Media | Sonoma, CA | 2009-Present

Ran Art Department for a well-established global media company, overseeing creative direction and design of products and packaging as well as online / offline marketing collateral. Standardized enterprise design policies and operations, including digitizing, retouching, and indexing over 45 years' worth of images.

Products & Packaging

- **Media:** Drive creative direction, design, layout, and publishing of hard copy and digital media products generating up to \$350,000 per year across 6 release cycles. Retouch 2,000-4,000 images every year for products sold through web store and wholesale channels as well as integrated marketing campaigns.
- **Apparel:** Conceptualize design strategy for new high-end fashion line in regards to color, pattern, shape, and imagery. Direct photo shoots and coordinate efforts with designers and manufacturers.

Marketing, Sales & PR

- **Email Campaigns:** Design and code HTML templates across 3 brands for weekly email blasts to 45,000 customers, in addition to crafting twice weekly communication for PR partners.
- **Web Content:** Reinvent brand marketing sites and e-commerce sites every few years, from a visual design perspective. Produce, test, and refine display ads for wholly-owned and affiliate properties.
- **Print Advertising:** Generate monthly full-page ads, from concept and design through layout and printing.

Principal Designer – Consulting | Bay Area, CA | 2007-Present

Provide creative direction and design services to small-business owners, retailers, and consultants, several of whom have become long-term customers of 5 years or more.

- **Websites:** Design small-business websites taking 1-6 months per project, including brand strategy, logo / icon / image design, site architecture, and web design using HTML / CSS and Dreamweaver.
- **Direct Mail & Email:** Create graphic-rich marketing materials for visually-oriented customers of salons, clothing designers, chefs, and wedding consultants.
- **Store Signage:** Develop front-to-back store visuals, including posters, banners, cashier wraps, menus, message boards, flyers, and one-off promotions collateral.
- **Social Media:** Produce graphics, images, and messaging content for Facebook, Twitter, and blog posts.

Production Manager – Chrisad Agency | San Rafael, CA | 2005-2006

Led a team of 15-20 designers, content developers, production supervisors, and copy editors at this advertising agency and management consulting firm specializing in building brand identity for dental franchises.

- **Websites:** Developed the Web Projects Department, focused entirely on web design and development to refresh hundreds of clients' web presence in content and design every 3-4 months.
- **Email Campaigns:** Introduced clients to digital marketing through polished email campaigns.
- **Brochures:** Drove a team of 12 designers in producing full-color brochures for a database of 700+ clients.

Technical Expertise

Advanced Proficiency:

Adobe Creative Suite
Photoshop
InDesign
Illustrator
Dreamweaver

Sketch (UI)

Microsoft Office
Word
Excel

Skilled in:

Flash
After Effects
HTML
CSS

Education

Career Foundry

Comprehensive UI Design

CA College of Technology

AA Degree
Marketing / Design /
Merchandising