

CURTIS DAVID LOS ANGELES, CA

Graphic Design, Art Direction & Digital Content Creation

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Multitalented graphic artist with close to 20 years creating top notch creative assets utilized to improve brand awareness, increase sales, promote specific incentives and excel company growth. Extensive experience includes creating high quality design, corporate branding, custom illustration, classic print & layout production. A degree in 3D animation & motion graphics has supplied the personal knowledge to generate over 100 excellent videos for social media marketing, product promotion & traditional broadcast use. With each video success showing massive increase in more significant natural following therefore leading to direct sales. A sociable collaborator extremely passionate about art & unique design, excellent communication skills, interactive & ready to work efficiently to keep the workflow running properly. [Please visit curtisdavid.com to see more.](http://curtisdavid.com)

PAST WORK HISTORY:



Graphic Design/Content Creation/Art Direction Freelance - Los Angeles, CA *2001 to 2021

Currently freelance making graphics for all key areas of modern print & the web. Over 16 productive years creating branding elements, innovative videos, & unique illustrations helping to grow corporate entities, launch private businesses and complete commissioned client requests. Being trained in fine art helps largely as a creative director. Some of the time taken up as a freelance artist is typically making canvas paintings, commissioned murals & producing complicated mixed media artwork. Successful projects completed for Gareth Emery, ABC, Calvin Harris, CCCN, Red Carpet Manicure, Artistic Nail Design, Canto Diem and many more.. [Tools Employed: OSX, iPadOS, Adobe, C4D, CSS, HTML, Java, Wordpress, CodePen, & traditional fine art tools.](#)



Project Manager/Studio Assistant Tristan Eaton - Los Angeles, CA *2019 to 2021

Studio assist in the day-to-day painting needs including creation and ultimate completion of fine artwork for his career changing Long Beach museum show. Project leader in major e-commerce platform change to Shopify leading to 60% leap in online sales from conversion alone. Designed Shopify look and website code page layout with a focus on product & customer satisfaction. Created a solid workflow with the owner to smooth out shipping, packaging and receiving which produced an increase in sales by 30 percent. The new workflow managed to cutdown the existing budget by almost half of what was being spent. [Tools Used: Mac OS, iPad, Adobe, Shopify, Squarespace, Shipstation, large scale printing, traditional fine art tools.](#)



Art Director Mishka - Los Angeles, CA *2017 to 2019

When approached to create Mishka brand, the product existed but the look and feel did not. It was an extraordinary feeling when they fell in love with the first design concept in the pitch roll. Artwork coming out of U.S.S.R. during time of the Cold War wielded a considerable influence while creating Mishka. With an appearance in a Netflix documentary, award for top cannabis design in Los Angeles, & countless customer 5.0 star reviews it is one of the favorite accomplishments. Responsibilities included creating all branding assets including current logo & product packaging. Provided custom artwork for marketing purposes, social media creative, templates for internal and external use. Designed custom artwork for soft & hard goods that were placed in various stores in Los Angeles. Managed customer service relationships with printers, installers and more. [Tools Used: Mac OS, iPad, Adobe, large scale printing, paint techniques.](#)



Art Director

MMD - Los Angeles, CA *2015 to 2019

Carefully created & managed storage of all creative assets used in properly promoting the brand. Oversaw deployment of valuable resources including but not limited to print, social media, P.O.P, Billboard Design and marketing assets. Engineered a solid workflow between HQ and the shop fronts supplying custom artwork for each one independently including individual store products. Working collaboratively with the CEO & CFO to ensure the needs, contending to develop excellent brand strategies that prove initiative success. Using email and text marketing strategies MMD tripled their walk-in traffic every year.

Tools Used: Mac OS, iPad, Adobe, C4D, large scale printing, Mailchimp, Wordpress & Monday.com



Art Director/Graphic Designer

West Medical Center - Los Angeles, CA 2015 to 2017

Produced artwork for large-scale print specifically billboards & magazine placement. Generated genuine graphic content for social media which was posted several times daily and always proved successful in sales statistics. Produced completed scripts for radio & tv commercials that would typically be played hourly all over the West Coast instantly producing a steady flow of new patients regularly.

Tools Used: Mac OS, Adobe, Google Earth



Video Production Manager

Hand and Nail Harmony - Los Angeles, CA 2012 to 2015

Managed visual communications & mixed media department with direct growth in brand awareness. Using beautifully made lifestyle, product education, consumers responsive videos we created a direct connection to followers and possible sales.

Tools Used: Seamless wall studio, Mac OS, Canon 5D, Nikon 60D, Aria Lighting, Adobe, C4D



Assistant Art Direction

Dragon Alliance - San Diego, CA 2009 to 2012

Eagerly supported in most senior level art direction & production process. During this time the presence of the brand became massive and significant companies began showing interest including NIKE who later bought the them.

Tools Used: Mac OS, Adobe, C4D, large scale printing with direct relation to Print Broker.

EDUCATION

- Bachelor of arts - Motion GFX / 3D Animation

The Art Institute of California - San Diego, CA 2001 to 2004

- Diploma - Required

Mt. Carmel High School 1994 to 1997

SKILLS

- Branding (15+ years) • Brand Development (8 years) • Marketing (10+ years)
- Advertising (10+ years) • Typography (15+ years) • illustration (20+ years)
- Graphic Design (15+ years) • Web Design (9 years) • Video Production (15+ years)
- Motion Graphics (10+ years) • Photography • Color Correction • Photo Retouching
- Fine Art & Multimedia Production (20 +years)

PROGRAMS

- Adobe CC (15+ years) • Premiere Pro (15+ years) • Photoshop (15+ years) • Illustrator (10+ years)
- After Effects (10+ years) • Media Encoder (15+ years) • InDesign (10+ years)
- Lightroom (10+ years) • WordPress (8 years) • Cinema 4D (7+ years)

Thank You for giving my resume a look through!!! Check out my website curtis david.com. You can browse my portfolio, clink on my social & more. I hope to hear from you soon!!!

Let's connect! Feel free to call me direct (323) 484-2667