



David Platt

Creative/Art/Design Director

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Martian Design

Freelance Creative/Art/Design Director 8/02-Present

Working independently under the name Martian Design, I handle all aspects and phases of the creative process from concept to completion including hands-on design and animation, managing and mentoring as well as presenting/pitching work to clients.

Clients/Brands: Billboard, Direct TV, Fast Company, Forbes, Capital One, Chase, Con Edison, Fast Company, Guinness, Hearst, Hershey, JP Morgan, Leviton, Levis, Lincoln Motors, Martha Stewart, MasterCard, Olympus, Pearl Izumi, SAP, Showtime, Samsung, Simon & Schuster, Sony Music, St. Regis, TD Ameritrade, The Yankees, T-Mobile, Transperfect and Verizon

Agencies: Adam & Eve/DDB, Arnold Worldwide, Berlin Cameron, Blast Radius, Cramer & Crassey, Domani Studios, FCB, Geometry Global, Heartbeat Ideas, IMC2, Interbrand, JWT, Launchpad, McGarrybowen, Medicus, Merkley & Partners, MRM/McCann, Piston, Possible, Rapp Collins, Razorfish, Stag & Hare, Saatchi & Saatchi, Seigel+Gale, Tribal Worldwide, Wunderman and 360i

Punch Media

Creative Director 4/12 - 5/13

As permalance Creative Director my duties included presenting/pitching work to clients, managing a team in the the design and development of mobile and web projects, branding and hands-on design and animation.

Clients: Time Inc., Bloomberg, JC Penney and People Magazine.

Geometry Global

Sr. Art Director 1/07 - 11/08

As permalance Art Director my duties included designing websites, advertising, animation and branding initiatives for some of the world's top brands.

Clients: Canon, Revlon, M&M's, Campbell's, Chunky, Pepperidge Farm, Uncle Ben's, Eagle Brand and Smuckers.

Cadmium Red

Owner, Creative Director, Designer 3/01-1/04

As co-owner and Creative Director of my own boutique design agency, it was my responsibility to develop new business, pitch and present work to clients, hire and manage teams, and oversee all aspects of the day to day operation of the business.

Clients: Corbis, Cortel, Leviton, NCC, Norvergence, Sekani and Static.

Services

Mobile/web design, UI/UX/Wireframes/Prototypes, branding/identity, animation/storyboards, social media design, graphic/print design, online/offline advertising, promotions, packaging, environments, signage and more.

Capabilities

Creative/Art/Design direction, hands-on design and animation, concept development, creative strategy, client pitches/presentations, managing/mentoring, creating best practices, developing processes, streamlining workflow.

Software

Adobe Creative Suite, Sketch, Invision and more.

Education

BFA - Film & Television, New York University

Awards/Publications

FWA Award, Yahoo Site of The Day, HOW Magazine, Web Designer Magazine, Web Design Index, Studio Visit Magazine, Catapult Magazine

Organizations

Contributing member of the Smashing Magazine editorial panel of experts, reviewing articles for inclusion. With more than 4 million monthly users, Smashing is one of the largest online periodicals in the world for creative professionals.