

DAVE EWING



VERSATILE CREATIVE | PROBLEM SOLVER | COMMUNICATOR | BRINGER OF WOW

APPLICABLE EXPERIENCE

6.9 YRS CREATIVE DIRECTOR DESIGNER PROTEIN CARLSBAD, CA | 11.10 -

- ORCHESTRATES ALL CREATIVE PROJECTS INCLUDING PRINT, DIGITAL, PACKAGING & BRANDING.
- REPORTS DIRECTLY TO CEO & WORKS CROSS FUNCTIONALLY WITH MARKETING, SALES & OPS.
- INSPIRES SMALL IN-HOUSE TEAM + FREELANCERS TO DELIVER ON TIME WITH HIGH OUTPUT.
- MANAGES VARIOUS VENDOR RELATIONSHIPS INCLUDING VARIOUS PRINTERS, INSTALLERS & DEV TEAMS.
- COORDINATES 360 CAMPAIGNS THAT LEVERAGE PRINT, DIGITAL & ON PACK COMMUNICATIONS.

WORKED WITH & WORK CAN BE FOUND IN:



CONTACT INFO

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DEGREES

BUSINESS MARKETING

COLUMBIA COLLEGE

GRAPHIC DESIGN

PLATT COLLEGE | 4.0

APPLICABLE VOLUNTEER

3.9 YRS GRAPHICS ADVISOR PLATT COLLEGE SAN DIEGO, CA | 10.14 -

- ADVISES COLLEGE REGARDING BEST INDUSTRY PRACTICE & RELEVANT, AS WELL AS APPROPRIATE, CURRICULUM ADJUSTMENTS.
- SERVES AS AN INDUSTRY PANEL EXPERT FOR STUDENT & STAFF Q&A.
- PROVIDES SENIOR PORTFOLIO REVIEWS & MOCK INTERVIEWS.

4.5 YRS DESIGN COORDINATOR SKILLS USA CALIFORNIA | 03.13 -

- DEVELOPS & COORDINATES WRITTEN EXAM + DESIGN PROJECT FOR THE STATE OF CALIFORNIA AT BOTH THE HIGH SCHOOL & COLLEGIATE LEVEL.
- RUNS "STATE OF THE INDUSTRY" Q&A, DESIGN WORKSHOPS, PORTFOLIO REVIEWS & MOCK INTERVIEWS.
- CHAIRS THE PROFESSIONAL REPRESENTATIVE JUDGES FOR FINAL DESIGN PROJECT & INDUSTRY CRITIQUE.

REFERENCES

KELLY MEYER
BE SOCIAL | MARKETING + BIZ DEV
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LET'S CHAT & SEE IF WE'RE A GREAT FIT



APPLICABLE EXPERIENCE

20.8 YRS CREATIVE PRINCIPAL

FREELANCE + CONTRACT
NORTH AMERICA | 01.97 -

- PROVIDES CREATIVE VISION & EXECUTION FOR A MYRIAD OF PROJECTS.
- CONSULTS ON BRAND DEVELOPMENT & USAGE - LEVERAGING MARKETING XP TO ASSIST IN DECISION-MAKING & EXECUTION OF CREATIVE ASSETS.
- ADEPT AT MASSAGING PROJECT GOALS TO MEET LONG TERM GOALS, AS WELL AS PROVIDING CREATIVE, ON DEMAND SOLUTIONS IN A PINCH.

- CRAFTS DESIGN & MARKETING SOLUTIONS THAT MAKE SENSE FOR A RANGE OF BUDGETS & OBJECTIVES.
- UTILIZES NETWORK OF VENDORS & FREELANCE DESIGNERS FROM PHOTOGRAPHERS & VIDEOGRAPHERS TO COPYWRITERS & WEB DEV.
- EXCELS IN WRITTEN & ORAL COMMUNICATIONS TO MANAGE EXPECTATIONS.

5.9 YRS CREATIVE DIRECTOR

DAVIS COMMUNICATIONS
SACRAMENTO, CA | 11.11 -

- STRATEGIZES WITH CROSS FUNCTIONAL TEAM TO COMMUNICATE EFFECTIVELY ACROSS VARIOUS PRINT & DIGITAL VERTICALS.
- DEVELOPS KEY ASSETS FOR FUNDRAISING, NEWSLETTERS, EVENTS & PROMOTIONAL ITEMS - EFFECTIVELY IMPROVING COMPANY IMAGE.
- DIRECTS TEAM OF 3 FREELANCERS TO ACCOMPLISH SPECIALTY & PRODUCTION-VALUE INITIATIVES.

4.1 YRS SR DESIGNER

CREATIVE FOOD INNOVATIONS
CARLSBAD, CA | 08.13 -

- CREATES PACKAGING DESIGN SOLUTIONS FOR HEALTHY SNACK FOOD ITEMS ACROSS FULL LINE WITH 6 FLAVORS & 2 SIZES.
- DESIGNS BRANDING FOR PRODUCT & IMPLEMENTS ACROSS MEDIUMS INCLUDING SELL SHEETS & ADVERTISING.
- ASSISTS IN VENDOR RELATIONS, AS WELL AS CONSULTING TEAM, IN DETERMINING MOST COST EFFECTIVE AVENUES.

11.3 YRS SR DESIGNER

CRU GLOBAL
UNITED STATES | 07.06 -

- CREATES A VARIETY OF DESIGN ASSETS - RAVE CARDS, POSTERS, SLIDES, FLIERS, EVENT MATERIALS, MAILERS & APPAREL.
- DEVELOPS ORGANIZATION IDENTITY FOR PRINCIPAL GROUP: REAL LIFE.
- CONSULTS ON LOGO IMPLEMENTATION & CREATIVE DIRECTION FOR INTERNAL & EXTERNAL COMMUNICATIONS.

2.7 YRS DESIGN TUTOR

WYZANT TUTORING
SAN DIEGO, CA | 03.13 - 11.16

- TUTORED STUDENTS & PROFESSIONALS IN ADOBE CREATIVE SUITE.
- ADVISED CREATIVES IN BUILDING SELF EQUITY/BRAND - CONDUCTED PORTFOLIO REVIEWS, INDUSTRY SPECIFIC RESUME DEVELOPMENT & VOLUNTEERED WITH STUDENTS THAT HAD SPECIAL NEEDS.

4.3 YRS GRAPHIC DESIGNER

AGAINST THE GRAIN
CALIFORNIA | 02.00 - 06.04

- DESIGNED PROMOTIONAL ITEMS FOR EVENTS - FLIERS, POSTERS, STICKERS & APPAREL.
- HANDLED LOGISTICS FOR SHOWS - BOOKINGS, SOUND, LIGHTING, CONCESSIONS, FACILITIES INCLUDING SPONSOR & TALENT RELATIONS.

3.7 YRS EVENTS CHAIR

AGO FRATERNITY
SAN LUIS OBISPO, CA | 01.97 - 10.01

- CREATED FLIERS, T-SHIRTS, POSTERS & EVENT SPECIFIC SIGNAGE.
- FACILITATED CONCEPTS FOR EVENTS - PLANNED & EXECUTED.
- RESEARCHED EVENT LOCATIONS & ASSISTED IN SPONSOR ACQUISITION.

APPLICABLE KNOW-HOW

CREATIVE/ART DIRECTION + VISION
ADOBE CREATIVE SUITE
SOCIAL MEDIA DEVELOPMENT
DESIGNER + VENDOR MANAGEMENT
DIGITAL VIDEO DIRECTION
CROSS FUNCTIONAL COMMUNICATIONS

POWERPOINT + KEYNOTE + TRELLO + SLACK
STORY TELLING + CRUDE STORY BOARDING
CUSTOM DIE LINE + PACKAGING REQ
BRANDING + STYLE GUIDES
UX + STATIC WIREFRAMES
CINEMAGRAPH + MOTION GRAPHIC DIRECTION

LIFESTYLE + PRODUCT PHOTOGRAPHY
PRODUCT DIGITAL MOCK UPS
IMAGE MANIPULATION
COPYWRITING + EMAIL MARKETING
VECTOR DEVELOPMENT
TRADESHOW BOOTH DESIGN + ART

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