



david@davidamack.com
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QUALIFICATIONS

- Twenty years as a designer for a broad range of media and projects
- Professional level copywriting experience with emphasis on content, organization, and mechanics
- Senior level proficiency in Web design, including visual design and user experience
- Design skills include advanced typography, color, and page layout
- Well versed in creating both scalable vector artwork and scalable hand-drawn illustrations
- Twenty-four years' involvement in creative marketing
- Outstanding visual, verbal, organizational, and project coordination skills
- User of Mac hardware and Adobe Creative Suite software (InDesign, Illustrator, Photoshop, etc.)

EMPLOYMENT HISTORY

- **Freelance Graphic Designer and Writer 2005 – present**
Developed UI and visual design for touchscreen product (TV software industry)
Produced user interface and visual design for international medical devices company
Created user-maintainable websites for software companies and individuals
Created branding for various organizations within and outside of San Diego
Produced press kit and sponsorship / vendor packages for major event sponsored by a S.D. nonprofit
Developed integrated signage and collateral materials for San Diego branch library
Produced museum displays for NOAA (concept, illustration, graphic design, and pre press)
- **Senior Visual Designer, America Online-Time Warner (Irvine, CA) 2001-2004**
Responsible for all aspects of design and production for in-house and partner Web pages
Lead designer for various AOL channel main screen redesigns
Worked on branding standards and compliance of the AOL brand
Responsible for transitioning print-based Time Warner content to Web-based AOL content
As an extension of the marketing team, worked to ensure client requirements were met
- **Senior User Interface Designer, America Online-Time Warner (Irvine, CA) 2000-2001**
Responsible for developing user interface for AOLTV Communicator
West Coast liaison for AOLTV Communicator project
- **Creative Director, PropHead Development (Oceanside, CA) 1998-2000**
Oversaw all projects involving creation and integration of corporate identity
Developed employee recruiting materials and targeted proposals to solicit new business
Redesigned user interface for HSN-DirecTV satellite settop receiver / decoder
Served as lead UI designer, consulting on AOLTV's next-generation Web browser product
Designed on-screen computer displays for various medical applications

Continued

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- **Freelance Graphic Designer (San Clemente, CA) 1993-1998**
Created corporate identity and collateral printed materials
Worked with various escrow and title companies to create promotional materials
Assisted with nonprofit fundraising materials
Redesigned 80+ page Hughes-DirectTV satellite settop receiver user manual
Designed, researched, wrote copy, and co-produced a national real estate newsletter
- **Marketing Resource Center Director, RE/MAX Real Estate Services (Mission Viejo, CA) 1991-1993**
Created the Center, where I assisted 300 agents with marketing strategies and printed materials
Oversaw corporate marketing production and created materials for advertising, PR, and education
Conducted interviews, wrote, and produced the monthly company newsletter
Managed production budgets, reviewed bids, and supervised vendors and contractors
- **Freelance Copywriter and Public Relations Liaison (Maui, HI) 1987-1990**
Wrote advertising copy for a variety of media including newspaper, radio, and television
Wrote promotional and informational copy for print and television
Handled all PR for Maui Marine Art Expo, including all news releases and press conferences

EDUCATION

- **BA, Cal State University, Long Beach**
Major: Communications
Minor: English
- **Ongoing education**
AOL training: various Photoshop and Illustrator courses
Lynda.com video training: Adobe CS5 Photoshop, Illustrator, InDesign, Fireworks; WordPress

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