

# DAVID L. WILD

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## MULTIMEDIA + GRAPHIC DESIGNER

Experienced Graphic, Digital, and Multimedia Designer with deep experience across healthcare, senior living, corporate, education, and agency environments. Adept at brand storytelling, social media design, motion graphics, UI/UX layout, and multi-page publications. Known for clean design, strong conceptual thinking, and high-volume output under tight deadlines. Currently supporting ongoing freelance clients while pursuing full-time or contract design opportunities.

## SKILLS

- Graphic Design, Illustration, Logo, Branding, Multi-Page Layout, Ads, Signage Direct Mail, Marketing Collateral, Integrated Marketing, Digital Photography
- Motion Graphic Design, Animation, Intros, Interstitials, Slideshows, Web Banners Digital Signage, Training Videos, Video/Sound Editing
- UX/UI Design, HTML/CSS, WordPress, SEO, Domain Management
- Adobe Creative Suite, SketchUp, Microsoft Office, MAC/PC/Mobile Device Proficient

## WORK EXPERIENCE

### Independent Designer, David Wild Design, Nov 2008 – Present

- Design of print collateral, publications, ads, logos, and brand elements
- Web design/development, WordPress, HTML, CSS, domain management, content, SEO
- Social media design and marketing, e-mail marketing
- Digital signage, training videos, and motion graphics
- Editing of photography, sound, and video

**Clients:** Mr. Electric of Twin Cities West Metro, PeopleNet, Effect Partners, Minox USA, SecuraStar, Pixelle8media, Mix Creative, Mille Lacs Electric

### Digital Graphic Designer, Vocational Rehabilitation Services, March 2024 – Aug 2024

- Designed engaging graphics, animations, and layouts for various digital marketing materials such as social media posts, email campaigns, and websites
- Conceptualized and executed digital marketing campaigns, ensuring alignment with brand identity and business objectives, driving targeted engagement and growth
- Produced educational YouTube videos specifically tailored for veterans, delivering valuable and informative content to support their needs
- Led a comprehensive website revamp to enhance design, functionality, UX/UI design, and content, improving site performance and user engagement

### Graphic Designer, Fun2Raise Marketing, Nov 2022 – Dec 2023

- Worked directly with educational institutions to create custom publications (calendars/planners) both in print and digital as a communication tool on behalf of the organization
- Oversaw the design of page layouts, ad designs, motion graphics, and agency websites
- Prepared design files for print and worked with print vendors to ensure the highest quality output on official publications
- Managed agency marketing collateral and social media design for agency and local clients

**Graphic & Creative Designer**, Grand Living, Sept 2021 – Nov 2022

- Coordinate and assist in developing creative advertising for internal and external marketing programs and communications for Grand Living's services and brands
- Executed marketing strategies and programs that support advertising designs and digital marketing channels
- Assist in developing and managing community collateral, sales support marketing, and design renderings including updating all marketing collateral
- Define and support key customer marketing initiatives, selling tools, marketing collateral, event objectives, sales campaign design, and attaining performance metrics
- Implement and manage social/digital campaigns and apply innovative approaches to customer engagement

**Graphic & Web Designer**, ASAP Underground, Sept 2018 – Dec 2020

- Developed and implemented marketing strategies, visual elements, advertising campaigns, collateral, brand development, graphic assets, and digital photography
- Web design/development, CMS, WordPress, HTML, CSS, PHP
- Developed IOS (App Store) & Android (Google Play) Business App to showcase App Member Specials and boosting brand recognition
- Internet marketing, e-mail marketing, social media and customer service
- Maintenance of websites, domain registration, hosting and management
- Monitoring brand online reputation and upholding best practices to increase brand integrity

**Graphic & Motion Designer**, MediaWorks Advertising, Jan 2017 – March 2018

- Created print and digital ads for clients advertising in large grocery store chains
- Various facets of design, production, and customer service
- Visually engaging motion graphic video assets and visual effects
- Projects included animated logos, typography, and video overlays
- Balanced multiple projects while ensuring quality, deadlines, and budgets were maintained

**Graphic & Web Designer**, Dana International, Oct 2013 – Nov 2016

- Design/production of print materials for ads, calendars, menus and clothing
- Interior/exterior signage, illustration, logo creation and photography
- Web design/development, WordPress, WooCommerce and Magento
- Social media, e-marketing, product ordering, and vendor relations

**EDUCATION**

BFA Degree - Interactive Multimedia and Graphic Design  
Minneapolis College of Art and Design, Minneapolis, Minnesota

Graphic Arts Certificate – Graphic Arts and Printing Technology  
St. Cloud Vocational School, St. Cloud, Minnesota

LinkedIn Learning (2025) – Essential Skills: Adobe InDesign, Photoshop, Illustrator, and Premiere Pro (Professional Certificates)