

DAVID L. WILD

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SUMMARY OF QUALIFICATIONS

- Ten plus years of agency, contract, and freelance experience in the Twin Cities, working collaboratively and independently implementing print, web, and other media.
- Conceptual thinker is known for effective, creative solutions and strategies.
- Responsible for designing and producing a variety of print and digital collateral.
- Provided multimedia solutions across multiple channels internally and externally.
- Knowledge and experience in web design, email, and social media marketing initiatives.
- Excellent collaborator with various teams such as copywriters, photographers, graphic designers, video editors, web designers, and developers.

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, DVD Authoring, Training Videos, Portfolios, Video/Sound Editing
- Web Design/Development, UX/UI Design, XHTML, HTML5, PHP, CSS, CMS,
WordPress, SEO, SMM, Email Blasts, Forms/Surveys, Domain Management
- Adobe Creative Suite, Microsoft Office, MAC/PC/Mobile Device Proficient

WORK EXPERIENCE

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
- Managed online file storage and version control using MS365, ensuring efficient document collaboration and streamlined workflows

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
- Ensured brand consistency across all design materials and maintained and enhanced visual brand guidelines
- Online file management and version control utilizing Zoho WorkDrive

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

Independent Designer, David Wild Design, Nov 2008 – Dec 2016

- Designed for a wide range of routine-to-complex projects such as collateral, publications, ads, event materials, signage, emails, online graphics, and illustrations
- Web design/development, CMS, WordPress, HTML, CSS
- Internet marketing, e-mail marketing, domain management, SEO, SMS
- Digital signage, training videos, and DVD design/authoring
- Editing of photography, sound, video, and creation of broadcast motion graphics

Graphic & Web Designer, Dana International, Oct 2013 – June 2015

- 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