

David Sims Resume

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SUMMARY

Award-winning senior graphic designer with 15+ years in advertising. Exceptional skill in building small & large corporate branding including print, web, tradeshow, video and more. Meticulous attention to detail with the ability to meet strict timelines. Ability to design in a variety of styles to meet individual client needs. Articulate & collaborate well in a team environment or as a team leader. Communicates effectively with outside sources such as, local chambers, vendors and other 3rd parties.

EXPERIENCE

Freelance Consulting | April 2019 – Current

- Graphic Design for various clients (Horiba Medical, Rivulis, Oster & Assoc., Impact Sign Designs, Vet Concepts, MMC Medical)
- Corporate re-branding, packaging design, corporate price catalog, ads for print, online and social media. Logo designs, website design, video brochures, script writing, video editing, consulting.

UCSD Health | August 2018 – April 2019

Graphic Design

- Graphic Design with emphasis on updating wayfinding signage to current UCSD sign systems. Review and reading of hospital floorplans as well as off-site campuses. Oversee signage installation from 3rd party vendors.

Acon Labs | July 2016 – July 2017

Senior Graphic Design / MARCOM Specialist

- Project management both in-house as well as client-based projects.
- Designed packaging, brochures, tradeshow displays, web banners, eBlasts, freestanding graphics, catalogs and promotional materials.
- Created a new and innovative ad campaign targeting the animal medical industry.

CLIAwaived, Inc. / US Specialty Labs | February 2012 - March 2016

Senior Graphic Design

- Complete corporate re-branding.
- Managing and designing all advertising materials including print, web design, banner ads, eBlasts, packaging design and promotional materials.
- Designed and programmed interactive medical PDF forms

HORIBA Medical | February 2012 – Current

Senior Graphic Design (Freelance)

- Designed a variety of projects to be consistent with Horiba's global corporate branding.
- Projects include brochures, catalogs, tradeshow displays, banners, freestanding graphics, posters, and video presentations (video brochures, How-To Video's).

Blue Sky Energy Inc. / Suara Ombak | April 2009 – August 2012

Consulting / Management (Bali, Indonesia)

- Graphic design & Liaison for Blue Sky Energy's Indonesian Distributor.
- Managed boutique B&B, including day to day operations, guest relations, staffing and scheduling.

Blue Sky Energy Inc. | July 2005 – April 2009

Marketing Director

- Brand marketing and design of all products.
- Managed all advertising materials including print, web, and promotional materials.
- Knowledge of global business markets, demographics, ad placement and planning.
- Responsible for creation and management of advertising and marketing budgets.
- Worked with International clientele to support overseas sales and marketing.

Temeka Inc. | July 2004 – July 2005

Creative Director

- Managed Art and Production Dept. delegated projects to staff.
- Managed budgets for residential and commercial property identity package designs.
- Designed corporate logos, brochures, signage, interior/exterior displays.
- Worked with in-house teams, oversaw production and fabrication of completed projects.
- Acted as liaison with in-house staff and clients, advertising agencies, local chambers.
- Required extensive knowledge of local business markets, demographics, ad placement and planning.

Motivational Systems Inc. | August 1998 – July 2004

Senior Graphic Designer

- Graphic design with emphasis in residential and commercial property identity packages.
- Designed corporate logos, brochures, signage, interior/exterior displays.
- Worked with in-house production and fabrication teams.
- Helped IT to train all in house staff on use of new Mac software and OS.

SKILLS

Expert Knowledge in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat). Good working knowledge of Adobe Premier, Microsoft Word, Creative Cloud.

EDUCATION

B.A. in Marketing/Advertising Design
Art Institute, San Diego | 1993 - 1996
Minor Fine Art Drawing & Painting
Mesa College, San Diego | 1990 – 1993

AWARDS

2002 Laurel Award Best Sign Package
2003 SAM Award Best Sign package
2004 Best Sign package in a Master Planned community
2005 MAME Award Best Sign Package