

PROFESSIONAL PROFILE:

- Over 30 years experience in graphic design, layout and production, as well as advertising, marketing and branding for a variety of clients and industries.
- Skilled in Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dream Weaver, Acrobat Pro)
- Experienced in website building with HTML, CSS, Bootstrap, and WordPress
- Experienced in a variety of design projects, including: brochures, websites, newsletters, catalogs, logos/identity, direct mail, packaging, POP displays, trade show displays, environmental graphics, email marketing campaigns, and ads for both print and electronic media
- Skills developed as a self-employed professional: client relations/communication, meeting deadlines, working within budgets, time management/organization, project proposals & price quotations
- Experience in hiring & managing other professionals, such as printers, photographers, illustrators, mailing services, etc.

PROFESSIONAL EXPERIENCE:

David Simpson Design, LLC • Denville, NJ **Owner/Sole Proprietor** • April 1994 – Present

Over 20 years as an independent designer working with an array of businesses and organizations, with extensive experience in the arts and entertainment industry.

G&D Graphics, Inc. • Fairfield, NJ **Owner/Partner** • 1990 – 1994

Partner, designer and creative director in a full-service design studio, specializing in catalogs, packaging, POP displays and brochures for a wide range of industries, including: housewares, lawn & garden, consumer electronics, toys, corporate event planning, etc.

Lewis Studios, Inc. • Fairfield, NJ **Designer/Production Artist** • 1986 – 1990

Worked with photographers and set designers to produce catalogs, ad circulars, brochures and print ads for a variety of products, including: home furnishings & accessories, home improvement products, jewelry, toys, housewares, and more.

CGW Advertising • Butler, NJ **Production Artist** • 1984 – 1986

Worked with art directors, copy writers and account executives to transition creative ideas and design concepts into a completed print-ready stage.

EDUCATION:

Art Institute of Pittsburgh • Pittsburgh, PA **Visual Communications** • 1980 – 1982