

SCHLUETER

# CHARLES DAVID

## ART DIRECTOR



I am a Art Director | Senior Graphic Designer | Lead Designer with a diverse background in print, corporate branding, packaging and direct mail. I craft eye catching pieces that helps marketing collateral stand out and get noticed. Being a team-oriented leader, I thrive on the collaborative effort it takes to reach the next level of brand storytelling and to help drive consumer engagement. It's exciting to take an idea from concept to completion and watch it grow.

### CONTACT POINTS



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### EDUCATION

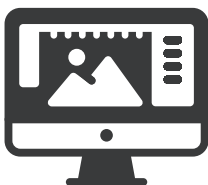
#### KUTZTOWN UNIVERSITY Kutztown Pennsylvania

B.F.A. in Fine Arts /  
Communication Design

### SKILL SET

InDesign	████████████████████
Photoshop	██████████████████
Illustrator	██████████████████
XD	██████████████
Social Media	██████████████████
PowerPoint	██████████████
Branding	██████████████████
Hubspot	██████████████
Leadership	██████████████
Organization	██████████████████
Attitude	██████████████████

### INTERESTS



### WORK EXPERIENCE

#### SENIOR LEAD DESIGNER, MARKETING

KBC ADVISORS | Los Angeles, California | 2022 – Present  
Senior Lead & Branding Designer in the Marketing & Communications Department for a nationwide CRE investment firm. Creation of all material to advance the future of modern real estate through our full-service platform. Lead Creative for the brand guide creation team.

#### SENIOR DESIGNER, MARKETING & COMMUNICATIONS

BKM CAPITAL PARTNERS | Newport Beach, California | 2020 – 2022  
Senior Designer in the Marketing & Communications Department for a real estate capital investment firm. Responsibilities include establishing and maintaining a brand identity guide, creation of a variety of company marketing collateral (business plans / annual reports / pipeline reports / tenant promotions / tour books), and guidance for the social media team.

#### ASSOCIATE ART DIRECTOR

WESTAMERICA COMMUNICATIONS | Lake Forest, California | 2014 – 2019  
Associate Art Director responsible for creating eye-catching and engaging branding, web graphics, and print campaigns for a variety of large financial institutions, credit unions, automotive dealerships and commercial clients – in both print and digital formats.

#### ASSOCIATE ART DIRECTOR

SPECTRUM BRANDS | Middleton, Wisconsin | 2006 – 2013  
Associate Art Director for the Home Appliance division leading the design team responsible for the Black and Decker and Russell Hobbs brands packaging, advertising and POP, while supporting the George Foreman and ToastMaster appliance lines. Under my creative supervision, we refreshed the 400+ SKUs in the B+D small appliance line - twice.

#### SENIOR DESIGNER

PBS&J | Miami, Florida | 2005 – 2006

#### SENIOR GRAPHIC DESIGNER

USA LABS | Coral Gables, Florida | 2001 – 2005

#### CREATIVE DIRECTOR

SMARTTARGET MARKETING | Miami, Florida | 1998 – 2001

### FREELANCE WORK EXPERIENCE

#### SENIOR DESIGNER

CREATIVE CIRCLE | Remote | June 2022 – Present  
Senior Designer working with various clients across the country. Responsibilities include multiple page documents, proposal designs, brochures, medical instruction sheet and trade show graphics.

#### SENIOR DESIGNER

PEARSON | Remote | Jan 2021 – August 2021  
Senior Designer creating educational materials and content that are designed to help learners at every stage open doors to new experiences. Responsibilities infographics, PowerPoint proposal designs, brochures, email designs, and webgraphics.

#### SENIOR DESIGNER

J.D. POWER | Westlake Village, California | Aug 2020 – Oct 2020  
Senior Designer for the California office of this world renowned data solution and market research company. Extremely fast-paced daily responsibilities include: social media graphics, market sell sheets, trophy artwork layout, powerpoint presentations, wireframe mock ups, monthly vehicle valuation guide creation, e-mail teasers, and identity design.

#### SENIOR DESIGNER

PACIFIC DENTAL SERVICES | Irvine, California | Feb 2020 – June 2020  
Senior Designer in the National Support Center for over 900 dental offices around the country. Responsibilities include both print and digital design for creation of custom support brochures, flyers, coupons, banners, forms, web & social ads, and organic website SEO for each practice.

#### SENIOR ART DIRECTOR

NDM COMMUNICATIONS | Costa Mesa, California | 2019 – 2020  
Hands-on Art Director responsible for creating, checking and prepping all files for consistency and conformity to the brand identities before going to clients or vendors.