

David Trawin

art direction & design

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work

Freelance Art Direction/Design

April 2017 - Current

- Work with clients ranging from early stage startups to fortune 500 companies including, but not limited to NewsCorp, Jellysmack, Nectar, Bundle living & Flippable (*acquired*).
- Work with bedding startup, Level Sleep, to bring recently acquired companies into the fold by updating branding across all properties.
- Collaborate with the BD team of a top 10 social content agency, Jellysmack, to create an engaging pitch deck for new business under tight timelines.
- Collaborate with small product team at NewsCorp, under executive supervision, in creating identity for a new digital product.

Fancy Hands Inc.

Creative Director

April 2011 - August 2017

*Fancy Hands is a virtual personal assistant service.
Motto: Do what you love, we'll do the rest.*

- Set creative strategy for FancyHands.com & all related apps including: AskOrri, CableNinja & Fancy Hands' app & mobile site.
- Collaborate with CEO & site founder to determine product strategy, site redesigns, & design schedule rollout.
- Conceived & design all marketing & sales collateral including: email newsletters, infographics, presentation decks, social media elements, & display advertising. These helped to close deals with partners such as: Lipton, RE/Max, W Hotels & CBS Sports.
- Create wireframes & concept user flow & optimal UX in collaboration with front-end & back-end developers.
- Established a design process & product flow that efficiently takes us from concept to execution, sometimes in as little as 5 days.

Lot18

Art Director

March 2010 - April 2011

Like Gilt.com, but with wine. Flash sale & e-commerce site curated by wine experts.

- Collaborated with design & product team on UI, UX & overall design execution.
- Art directed freelance photographers on weekly product shoots to maintain strict visual standards.
- Created & design marketing materials including: daily sales newsletters, print collateral (postcards, gift cards, & signage), & display advertising.

side projects

- Co-founder of ThisIsProcess.com, an art & design zine focused on the process of creation. PROCESS was featured as one of HOW Magazine's top 10 online resources for artists & designers.
- Interviewed & featured in the design manual: *Design Funny: A Graphic Designer's Guide to Humor*, published by HOW books.
- Co-founder of Artifact, a limited edition t-shirt company that collaborates with renowned street artists.
- Aerial Photography—The Balloon Project (as featured in the Gothamist & Photojojo)
- Artist Interviews & Studio Profiles for Overspray Magazine

IAC/CollegeHumor Media

Art Director, BustedTees (*acquired*)

November 2005 - 2010

BustedTees is the No.1 site for funny shirts & a component of CollegeHumor

- Set art direction & manage design team & interns from concept through project completion
- Created BustedTees Branding & Design Identity. Maintain all brand guidelines & visual styles used on BustedTees & online marketing campaigns to ensure consistency
- Design ongoing website updates (special features, new promotions, etc), edit photographs, as well as create newsletters, promotional images & social media assets
- Oversaw cost-saving project of \$125K by creating new T-shirt blanks including developing custom dyed colors
- Integral in building BustedTees annual revenue from \$3M to \$7M
- Key partner in developing, branding, launching & producing new product lines including novelties, posters, kids clothing & hoodies.

skills

- Strong conceptual design & typographic skills & the ability to maintain high standards.
- Specialty in logo design
- Thorough knowledge of UX/UI
- Understanding of user-centered design, usability principles, design constraints on the web & in print
- Expert in the Adobe Photo Suite (Photoshop, Illustrator, InDesign, Lightroom), Sketch