

David Reva

Encinitas, California
760.815.0783 • dbreva@gmail.com
<https://www.linkedin.com/in/david-reva/>
<https://www.davidreva.com/>

Art Director & Senior Graphic Designer

Excellent management, entrepreneurial spirit, and creative ability applied to create engaging marketing, advertising, print-design, and ecommerce projects that deliver brand growth.

Track record of success leading a broad range of revenue-generating design and advertisement projects, from conception through launch. Skilled at translating business requirements into effective advertising campaigns and responsive web design. Collaborate cross-functionally to enhance brand building objectives while meeting all milestones, deadlines, and budget requirements. Instinctively adapt to new technology and innovative processes while ensuring compliance with corporate standards.

Areas of Emphasis

- Full Life Cycle Project Management
- Cutting-edge Graphic Design
- Strong Agency Experience
- Social Media Roadmaps
- Email/Blog Design
- Video Production/editing
- Photography & Art Direction
- Adobe Creative Suite
- Brand Building
- Cost Control & Budget Administration
- Digital Design
- UX/UI design

Professional Experience

Shutterfly/ Eden Prairie, MN

Senior Graphic Designer, September 2022 to Present

As a Senior Designer, I was responsible for driving innovative design to support marketing growth through Omni-channel execution, including Digital Experience, Sprint Design, Email Marketing, Video, In-store, and Special Seasonal Initiatives. I regularly met with cross-functional managers to align on business objectives and requirements for specific jobs, and collaborated closely with Creative Directors, Project Managers, and Editorial teams to present multiple design solutions per project.

I also created templates and toolkits, adhering to the Shutterfly brand standards, and managed other designers and multiple projects in a deadline-driven environment. Additionally, I provided design solutions in a fast-paced work environment, consistently producing accurate, high-quality work, and reviewing and approving mechanical files produced by Production Artists.

After 3 months on the CRM team I was moved to support the Partner Marketing Team. We have a small but efficient team that collabs with Partners like Macy's, Amazon, Lifetouch, and many more to design and develop print marketing ads. We are able to work on tight deadlines and have many projects going on at the same time and deliver high-quality designs and marketing materials.

...continued...

David Reva

Two Harbors LLC – Encinitas, California

Art Director, 2016 to Present (Consulting)

Hold bottom-line accountability for building the brand and ensuring brand awareness. Assess market position and trends, devise branding strategy, and present to senior management. Interpret complex health-related information, translating it into accessible designs and content. Emphasize brand continuity across various media such as cutting-edge graphics, social media platforms, and web content. Develop and build dynamic production and design teams.

Selected Achievements:

- Key clients include Squeeze Dried, Gold Coast Skateboards, MitoXcell, Sana CBD, Bony Acai, Sana Therapeutics
- Designed and developed the brand image; achieved the look of a massive operation.
 - Spearheaded the creation of SOP that increased customer lifetime by up to 50%.
 - Forged iron-clad relationships with ambassadors and influencers by connecting via social media and delivering a clear focus of the brand.
 - Source products and ingredients as well as packaging material stateside and overseas.
 - Art Direct all digital design and print design for quarterly campaigns

The GAP/Old Navy – San Francisco, California

Senior Graphic Designer, February 2022 to October 2022

As a designer, my goal is to drive growth through innovative design across all marketing channels, including digital experiences, email marketing, video, in-store, and special seasonal initiatives. Worked closely with cross-functional managers to understand their business objectives and requirements for specific projects. Collaborating with the art director, project managers, and editorial teams to present multiple design solutions for each project. Ability to work quickly and efficiently to provide design solutions in a fast-paced work environment, and to produce high-quality, accurate work.

Wee. Design Creative Agency – San Diego, California

Art Director, 2017 to Ongoing Freelance

Create design theme and graphics for a diverse range of clients. Present creative design strategy to various groups and fostered consensus across all stakeholders. Review all production materials on key projects and manage operational, strategic, and administrative functions. Clients include: Fish 101, American Agave, Uniquely You, My Girl Wellness, SMM (Sports Marketing Masterminds), Death by Tequila, Hard FIZZ, Hot Nife(that's the way we spell it), Andorfins, Bubs Naturals, Resident Brewing...

Libre Design & Digital – San Diego, California

Freelance Project Designer, July 21 to May 22

Working with the team at Libre has been a great experience. I was hired to help with some of their current accounts. Working with the Directors and project managers we were able to complete all visual design tasks ahead of

schedule. My duties included the design of web-ready banners, POP marketing materials as well as email mockups, website redesign mockups, sales catalogs. Libre has a good roster of clients and I was able to jump right in and get started.

Selected Achievements:

- Design and layout of Gordini Gloves 2022 Sales Catalog.
- Design highly detailed and creative email/blogs layout in XD for Gordini Gloves
- Design POP and Marketing materials for Hard Fizz (Hard Seltzer from Australia) including web banners, wall banners, billboards, HQ art assets, digital design

Green Acre Eatery – San Diego, California

Marketing Graphic Designer, 2014 to 2016

Guided all tasks related to branding, online & print ads, posters, signage, flyers, and various other marketing collateral. Supervised junior designers across multiple functions. Monitored project progression to ensure successful completion within budget. Produced creative solutions for multiple design related issues, guided A/B testing for conversion, led social media campaign strategizing, and pitched new concepts.

Selected Achievements:

- Contributed to the design process by offering multiple solutions in conceptual models, layout, theme, and typography.

FMT Consultants – Carlsbad, California

Freelance Graphic Designer, 2012 to 2014

Collaborated with a highly effective creative team to tackle web development projects covering design, marketing, e-commerce, and subscriptions. Determined timelines and project milestones required to complete major tasks.

Selected Achievements:

- Designed creative assets used across multiple media channels.

Additional Experience

Reserve | **Art Direction, Branding, Cut and sew**

Hot Nife – Encinitas, California | **Art Direction and Branding**

Osiris Shoes – Carlsbad, California | **Videographer, Editor, Motion Design**

The Kayo Corp – Carlsbad, California | **Freelance Graphic Designer & Photographer**

Grombomb Healthy Rehydration – Del Mar, California | **Freelance Graphic Designer & Videographer**

Dragon Alliance – Carlsbad, California | **Videographer & Editor**

Fatal Clothing – Santa Fe Springs, California | **Videographer & Editor**

Education

Bachelor Science in Media Arts

David Reva

Platt College, Alhambra, California

Associate of Art in Graphic Design

Platt College, Alhambra, California

Technical Proficiencies

Environments: Mac OS, Windows, CSS

Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Lightroom 5, Camera Raw, HTML, Shopify, WordPress, Wix, Square Space, Kajabi, Pro Tools, Canon DSLR, Final Cut Pro, Adobe Premier, Cinema 4D, Sketch, Adobe XD, Figma