

Dave Weinberg

35 Justin's Way

Apt 6

Freeport, ME 04032

207.671.6135

daveweinberg@mac.com

daveweinberg.com

## PROFILE

Highly versatile Creative Services provider with more than 20 years of agency, in-house, and independent studio experience. Extensive background in all phases of project processes from concept development through deployment. Focused on brand alignment across all media channels. Disciplined approach toward interface and web content development balancing aesthetics and business needs with usability.

## MANAGEMENT SKILLS

- Strong leadership and collaborative skills with interdisciplinary project contributors – writers, marketers, product/project managers and IT
- Strategic planning, budgeting, vendor relationship management, next-wave technology and enterprise tool research and evaluation.

## COMPUTER SKILLS

- Expertise in Macintosh and PC systems, including processes related to cross-platform work environments and publishing.
- In-depth software experience in Photoshop, Illustrator, Flash, Dreamweaver, InDesign, Quark, in addition to other relevant systems and utilities.

## EMPLOYMENT HISTORY

**daveweinberg.com** - Creative Services, across media.

### Chief Creative Cat

**New York City, Greater Boston, Maine – Since 1987**

Strategy, branding, web-site development, marketing communications materials and editorial design services.

**Partial client list:** Scholastic, Hewlett-Packard, Reuters, Ziff-Davis, Scitex, Reebok, Obion-Denton, Ogilvy & Mather, Reader's Digest, New York Magazine.

**L.L. Bean, Inc.** – Outdoor Gear and Apparel Retailer

### Senior Art Director, Creative

**Freeport, ME 1999 - 2009**

Lead creative development of web content to support multi-channel business needs and web-publishing cycles leveraging the web's unique presentation capabilities to support the brand. Evolved interface design for optimum usability based on customer feedback, site-pathing analysis, competitive analysis and on-going business initiatives. Directed vendors. Identified team learning needs and coordinate training. Identified, evaluated and recommended tools and technologies supporting an enhanced end-user experience. Contributed to budget preparation.

Responsibilities include Design Direction of:

- **Web Product Page Photography** – Oversaw the creation of a Web Photography Visual Standards Guide for product styling, lighting and positioning, including additional views for all product pages.
- **eMarketing Banners** – Supervised the Creative development of static and Flash banner ads – agency and in-house.
- **Merchandising Features and Shopping Guides** – Art Direction and design of user interface and content.
- **Editorial Content** – Oversaw creation of web editorial to align and expand-upon concurrent exposure in print catalogs, retail and advertising channels
- **Site Enhancements** – Lead creative consultant for on-going site functionality and feature upgrades including 'build-your-own' customized products (Deluxe Book Pack, Boat & Tote, Messenger Bags, and Flannel Mix & Match)
- **Video** – Art Directed online video content.

*Continues on next page*

Dave Weinberg

35 Justin's Way

Apt 6

Freeport, ME 04032

207.671.6135

daveweinberg@mac.com

daveweinberg.com

## **EMPLOYMENT HISTORY, continued**

L.L.Bean additional responsibilities:

- **Creative consultant on enterprise projects and process improvements** – Asset Repository, Web-Content Management, Digital Image Server and Cross-Channel Workflow, Integration of in-house photography studio.

### **GTE Internetworking – Learning Systems Senior Art Director / Manager of Graphics Department Cambridge, MA 1998 – 1999**

Creative Direction of Technology-Based Training content (web and CD-ROM) along with print and web-based Marketing materials for internal and external customers. Established in-house Art Department. Supervised staff. Managed budget. Assembled and managed versatile freelance talent pool.

**Highlight:** Developed engaging animated web-based training prototype resulting in an additional \$1MM in project funding. Further developed into an enterprise-wide sales training and marketing curriculum.

### **Convergent Media Systems – artlab, internal creative services group Art Director/Senior Designer Littleton, MA 1995-1997**

Art Direction and design of Web, CD-ROM, Tradeshow kiosks and Video content for high-tech clients including Digital Equipment Corporation. Focused on developing the web expression of clients' established brands. Projects also included E-Commerce catalogs, broadcast graphics, interactive presentations and print collateral.

**Highlight:** Created premiere CD-ROM and web-based ECommerce Catalog for Digital Equipment Corporation.

**Clarke-Thompson** – Advertising and design agency

### **Art Director/Designer New York City, 1989 – 1992**

Corporate communications and design for publishing, manufacturing and retail industries, Business to Consumer and Business to Business. Successfully migrated from a traditional studio to a fully networked Macintosh environment.

**Highlight:** Art Directed an award winning media kit for Computer Reseller News.

## **EDUCATION**

School of Visual Arts, NYC - BFA 1987

## **AFFILIATIONS**

- AIGA | the professional association for design – Founding Board Member and President of the Maine chapter
- Adjunct Faculty, University of Southern Maine
- Graphic Artist's Guild
- Guest speaker for Visual and Environmental Studies, Harvard University

## **ADDITIONAL**

- **Travels** throughout Middle East and Europe, 1987-1988
- **Outward Bound Hurricane Island**, 1991: 26-day multi-element expedition in central Maine combining team-building with technical and wilderness training.
- **Stand-up Comic** - Performed in clubs and colleges in NYC and New England, Appeared at: The Improvisation, Comic Strip, Comedy Cellar, Stand-Up NY, Catch A Rising Star, Comedy Studio, Comedy Connection, Nick's Comedy Stop.