



DAVID STEWART

CREATIVE DIRECTOR

EXPERIENCE SUMMARY

I've spent the last 8 years creating compelling brand identities and experiences, traditional and web-based advertising campaigns and a variety of user experiences for hardware and software products. This breadth of experience helped me develop a keen sense of balance between functional, aesthetic, and branding elements which allows me to lead creative teams with a fresh and unbiased approach.

Although I love the tools of our trade and can work independently, my ability to interact with clients and peers has become my most valuable asset. And I have learned that while seeing the spark of an idea before it ignites is important, the highest value is placed in the ability to consistently communicate the idea to others. Most importantly, I have been the beneficiary of generous and demanding mentors that helped me to understand how to inspire people and create an environment where new ideas flourish and people are encouraged to take risks.

Whether I am working in the studio, driving my Skylark or just shopping for groceries, design in nature and technology captures my attention and drives my passion for what we do.

PROFESSIONAL EXPERIENCE

WebTrends: Senior User Experience Designer 2008 - Present

I am part of a new UX team at WebTrends. We are tasked with reinventing the way our users interact with our products. Through mental models, paper prototyping, and what I like to call dirty research, along with web standards, we are influencing the way WebTrends products are envisioned as well as the way they are visualized. Our goal is to become the industry leader in Data Visualization and create world class web apps. My role on the team is to lead the user experience design of the product.

McAfee: Visual Design Lead 2006 - 2008

Using interaction design skills, usability roots, product development knowledge, and proven corporate leadership experience to collaborate with software engineers to create consumer, small business, and enterprise applications. As the creative lead on projects, I collaborate with product management and engineering teams to define McAfee's products from a user experience perspective. I perform user research (both formal and guerilla style) to understand the ecosystem in which the product exists. I use that information to create design concepts that solve challenging problems. Then I communicate those concepts to key stakeholders and engineers and work with the development team to execute them.

Live Axle: Senior Art Director 2005 - 2006

I used finely tuned design skills to create compelling online experiences for Qualcomm, Intel, Logitech, Regence Blue Cross/Blue Shield and others. Large sites like Qualcomm's UMTS Chips European site required strategic thinking and an eye for detail while interactive demos for Intel and Logitech called upon Flash skills and the ability to engage the user with compelling interaction.

Pop Art: Senior Designer 2003 - 2005

Lead the creative process on many projects and programs from inception to final delivery. Provided creative vision, and fine tuned communication skills to projects with clients like Freightliner Trucks, InFocus, Leatherman, Carrier, Pacific Continental Bank, Burley, and other local and national companies.

Freelance: Interactive Designer/Art Director 2002 - 2003

Worked closely with copy writers, information architects, subject matter experts and development teams to conceive, design and produce compelling user experiences and marketing campaigns. I worked extensively with two agencies, Whitehorse and Via on long-term projects and also performed work directly for clients for consumer and B2B audiences. Clients included AT&T Wireless, GM, Countrywide, HP and Microsoft. Became the defacto expert on HP and Microsoft branding requirements and worked closely with the client to establish visual and contextual brand language for new products and services created by those companies.

Intel: Graphic Design, Interaction Design 2000 - 2002

Collaborated with usability professionals, software and content, and marketing engineers to develop the user experience for a wireless internet device. Initiated concept development and prototype of the user interface. Delivered final graphics for implementation. Created original artwork and design for installation poster and user guide to reflect usability goals and corporate branding. Delivered final art and oversaw printing of all publications.

Creative Assets: Interactive Designer/Art Director 1999 - 2000

Freelance work for companies like Intel, Nike, ID Incorporated, Port of Portland, Hcorp and Babcock&Jenkins. Applied expert skills to print design, multimedia and web design.

EDUCATION

Portland State University: Bachelor of Fine Arts Degree in Graphic Design



INSTRUCTIONS FOR HIRING

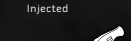


Uncompromising creative talent

Hi-performance



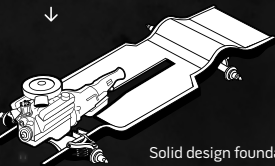
Modern and traditional media



Injected

Gets the big picture

Hybrid

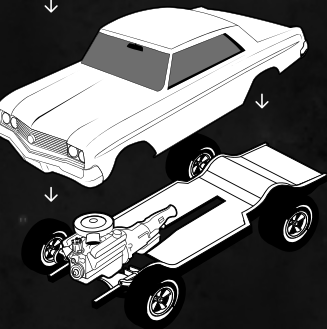


Solid design foundation

Stock



Experience where the rubber meets the road



Put them together for a modern classic

www.skylark64.com

david@skylark64.com

(503) 901 4258

(503) 292 7292

4445 SW 91st
Portland, Oregon 97225