


more than a DESIGNER TEACHER ART DIRECTOR STRATEGIST

DAVID spears

Approaching every brief with playful curiosity,
I craft STRATEGIC BRAND STORIES rooted in
deep research and typographic sensitivity.

 301.873.0154

EDUCATION

School of Visual Arts
New York, NY

RESIDENCY Building Brands With Type
completion August 2021

Academy of Art University
San Francisco, CA
MFA Graphic Design
graduation May 2016

University of Pittsburgh
Pittsburgh, PA
BA Studio Arts & BS Psychology
graduation April 2006

PROGRAMS + PLATFORMS

Adobe Creative Suite
PowerPoint & Word
InVision & Protosketch
Basecamp, Asana, & Robohead

SKILLS

creative & art directing
teaching & public speaking
project management
strategy
branding
design research & ethnography
UX principles
typographic sensitivity & knowledge
motion graphics

AWARDS

Indigo Design Awards
GOLD Branding, BRONZE App Design, &
BRONZE Integrated Design
2018

Graphic Design USA
American Inhouse Design Awards
2010–2016

PROFESSIONAL EXPERIENCE

Project Design Company, Washington, DC
SENIOR DESIGNER July 2019–present

- develop brands and campaigns for mission-driven organizations from research to strategy to implementation across print, digital, and motion-based medium
- collaborate with and art direct varying teams and designers
- manage client relationships and present all phases of design

Academy of Art University, San Francisco, CA
PROFESSOR September 2016–present

- provide actionable critiques and inspire students creative
- direct creation of brands, development of visual languages, and typographic innovation
- guide design research process

Digital Health Strategies, Washington, DC
LEAD DESIGNER July 2017–July 2019

- developed educational and fundraising campaigns across print, digital, and motion-based medium for hospitals and health care-related companies
- worked with a team to manage multiple projects
- presented concepts to clients

Shakespeare Theatre Company, Washington, DC
VISUAL COMMUNICATIONS MANAGER October 2016–July 2017

- created integrated campaigns to promote a season of plays
- repositioned and unified the brand strategy with new mission
- led a team designers and art directed photographers

American Psychological Association, Washington, DC
MULTIMEDIA GRAPHIC DESIGNER June 2009–October 2016

- designed campaigns across print and digital medium to educate psychologists and promote events
- worked alone and with a team to deliver projects
- presented concepts to clients