



DAVID MARK HALLORAN
415.994.5215 | DAVID@DEMMH.COM

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OBJECTIVE

An experienced visual designer and art director specializing in corporate identity, packaging, print collateral, advertising, web, multimedia, and project management. Special emphasis on research, conceptual design, communication goals, and quantifiable results. A strong understanding of the challenges inherent to the creative process as well as the collaboration and innovation required to meet them. Seeking to join a team of creative professionals and become a valued asset in a new environment.

EXPERIENCE

Freelance Design and Art Direction: San Francisco, CA

January 2001-Present — Art Director, Graphic Designer

Built and managed a team of designers and web programmers to service a select group of loyal clients. Projects include: catalogs, logos, product photography, packaging design, feature-rich webstores, database-driven content management systems, and high-volume direct response mini-sites for lead generation and management. Recognized for efficiency and customer satisfaction in each phase of the design process and development of client relationships.

Epicenter Advertising: San Diego, CA

May 2002-Present — Art Director, Graphic Designer, "Comp Ninja"

Worked with the Creative Director for one of San Diego's premier advertising agencies in creating its award-winning portfolio. Responsibilities included: identity design, advertising campaign creation and expansion, web site production and management, pre-press file preparation, 24/7 press checks, vendor relations and sourcing, art department management, and producing semi-final comps of brochures, books, packaging, and point-of-purchase displays for client approval.

Matthews International: San Diego, CA

June 1999-December 2001 — Packaging Designer, Production Manager

Managed a satellite production facility for an industry leading flexographic printing plate manufacturer. Responsibilities included: structure and layout design for corrugated packaging and displays, account management, project materials/cost estimating, and production scheduling.

Transworld Magazine: Oceanside, CA

January 1999-November 1999 — Design Internship

Assisted the art director with the design and production of print and web-based advertisements. Responsibilities included: creating multiple ad versions following critical publication specs, optimizing and submitting web banners, as well as organizing and maintaining project assets.

EDUCATION

Bachelor of Arts in Applied Art with Emphasis in Graphic Design

California State University, San Diego – December 1999

SKILLS

Web — design + production + management

From site map to site maintenance, a working knowledge of HTML and CSS.

Identity / Branding — conception + development + implementation

Combining market research with client direction to produce powerful corporate logos for a broad range of industries.

Print — layout + preparation + finishing

A detailed understanding of offset printing—its qualities and limitations.

TOOLS

Adobe Creative Suite (Illustrator, Photoshop, and InDesign), Macromedia (Dreamweaver and Flash), Microsoft (Word, Excel, Powerpoint), Quark Xpress, Suitcase, Mac OS 9/10, and PC.

INTERESTS

Photography, live music, typography, surfing, snowboarding, backpacking, technology, the ocean.