

DAVID WEINSTEIN

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* Experience

Senior Designer, Paragraph Inc. Philadelphia, PA | 2009 - 2010

Primary role was to act as a liaison between design and development. Work focused heavily on website architecture, goals, strategy, social media, and prototyping. Introduced mobile and email marketing strategies to client pitches. Pitched interactive and mobile design and strategies to clients. Responsible for interviewing potential design interns and freelancers. Work varied from clients such as Yards Brewing, Design Philadelphia, Boys and Girls Clubs, Kremer Eye Center and more.

Senior Web Designer, Advanta Design Lab Spring House, PA | 2008 - 2009

Responsible for new 'look and feel' redesign of Advanta email, landing page, and banner marketing campaigns with a goal of creating a new visual language for all deliverables. Focused on UI design and visual prototyping. Worked on branding new customer products. Evangelist for web and email standards. Taught CSS, web standards, and good practices for writing code to others on team.

Graphic & Web Designer, Vishay Intertechnology Malvern, PA | 2006 - 2008

Design concepts, executions, and presentations of brochures, posters, signage, magazine advertisement, and web sites for an international market. Modernizing company collateral as part of a company wide re-branding project. Primarily responsible for maintenance and creation of daily company html newsletters, web banners, landing pages, and micro sites while continually developing new templates for a new web standards based site. Pushed new technology to modernize the web experience including producing a video podcast demonstrating the companies products.

Graphic Design Contractor, Design Force Marlton, NJ | 2007

Creation of icons, graphics, and patterns for Marvel ToyBiz properties, such as Iron Man and Spider-Man. Developed logo and packaging concepts for a variety of national clients in the toy and electronics industries. Responsible for html newsletter concepts and application.

Graphic Design Contractor, Power Design Wayne, PA | 2006

Drafted many illustration based concepts and designs for health care and communication businesses to be used as html blast emails. Implemented html micro sites for educational institutions. Clients included: Comcast, Wharton, and GlaxoSmithKline.

Weekend Workshop Teacher, Temple University Elkins Park, PA | 2004

Producer's Assistant, WYBE Public Television Philadelphia, PA | 1999 - 2000

* Education

Tyler School of Art, BFA in Graphic and Interactive Design
Elkins Park, PA | 2000 - 2005

Continuing Education:

Web Standards, UI Design

* Skills

Graphics: Fireworks, Photoshop, Illustrator, InDesign

Web: HTML, CSS, JavaScript Libraries (jQuery), Flash (no AS)

Productivity: Microsoft Office, iWork

Operating Systems: Mac OS X, Windows

* Events Attended

Reviewer at AIGA Feedback, Philadelphia | 2010

Future of Web Design, New York | 2007 - 2009

AIGA Lecture Series, Philadelphia | 2005, 2007, 2008