



Dave Gottwald.

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thesis >>> themerica.org

The Next Big Thing.

Get ink on my fingers again. Create artifacts that are less ephemeral than the latest flash microsite. Continue to look good in print.

My Experiences.

Over nine years spent envisioning, concepting, pitching, roughing, comping, presenting, revising, producing, delivering. Wash, rinse, repeat.

Useful Stuff.

Photoshop, Illustrator, InDesign, Acrobat, Quark, Flash, Dreamweaver, MS Office. Fluent on both Mac and PC platforms. Mastery of multimedia authoring in Flash for both online and fixed media. Experience with production (mechanicals, prepress, etc.) in both traditional offset and digital color workflows. Experience with video content integration and sound editing for both online and fixed media.

Good at spotting fonts and the like.

Where I Participate.

04.2006—PRESENT
AIGA SF BOARD MEMBER :: STUDENT LIAISON
Responsible for coordinating Portfolio Day and other student-centric events, monitoring online forum for student members, mentoring, singing the praises of AIGA, and being a general resource for board members. This sometimes means getting coffee and making copies.

References available upon request.

Where I've Played Recently.

00.2005—PRESENT
CONTRACT DESIGNER
SAN FRANCISCO, CA

Provided traditional print and multimedia services to a variety of clients, including LAD Design, Satellite Design, eudesCo and AIGA.

07.2006—PRESENT
INSTRUCTOR :: ACADEMY OF ART UNIVERSITY
SAN FRANCISCO, CA

Currently teaching the Pre-College Art Experience. Plans to expand the program to encompass a more advanced course. Leads graduate workshop sessions for the Academy Resource Center as a Student Mentor.

05.2006—09.2006
SENIOR DESIGNER :: EUDESCO
SAN FRANCISCO, CA

Designed and developed both print and multimedia solutions for a variety of clients including Gap Inc., Urban Bay Properties and Pelikan Technologies.

03.2000—08.2005
PRINCIPAL, CREATIVE DIRECTOR :: ODG
ESCONDIDO, CA

Designed and developed over 100 websites, and authored numerous flash multimedia pieces for online and fixed media. Also produced numerous brand identities and print collateral packages. Art directed contract employees and interns. Performed every other task that comes with owning a small design business, including the paperwork.

08.1999—07.2000
SENIOR DESIGNER :: DYSON & DYSON REALTY
CARMEL VALLEY, CA

Designed and developed all in-house print marketing for large luxury real estate company. Spearheaded the company's first online and multimedia division, then conducted website management and continued to lead the design team and manage overall print production.

Where I've Studied.

(Graduation May 2009), MFA Graphic Design
Academy of Art University, San Francisco, CA

Thesis Project :: Themerica: From Disneyland to Dubai —
A Visual History of Thematic Design. Read more at themerica.org.

2001, BA History (California Regional Topics Emphasis)
California State University, San Marcos, CA

Recent Handshakes & High Fives.

Academy of Art Spring Show 2008
Academy of Art Book Arts Juried Show 2007
Academy of Art Spring Show 2007
Academy of Art Spring Show 2006

Pro Bono.

2007 DESIGN MATTERS LIVE ADOBE LECTURE SERIES
Animated typographic compositions by Marian Bantjes to produce branding interstitial sequences.

COMPOSTMODERN 06
Designed and developed presentation materials and branding interstitial sequences.