David Ochoa

Role

Art Director,
Sr. Graphic Designer,
UX/UI Designer,
Marketing Manager

Contact

720.731.1264
justdodesigns@gmail.com
dographicdesigns.com

Education

Texas Tech University
Bachelor of Fine Arts;
Graphic Design

Skills

- Project Managing
- Budgeting
- Art & Creative Directing
- Brand Development
- Adobe Cloud Suite
- Microsoft Office Suite
- Motion Graphics
- Video Editing
- Event Experiences
- UX/UI Experience
- Story Boarding
- Web Design

About

A Texan neanderthal, based in Colorado. Traditionally trained, but modern made. In this tumultuous and exciting career adventure, creativity has fueled my soul and forged a passion within different industries of the design world. Having worked in agencies, in-house settings, and having personally been seaked out by Fortune 500 companies for freelance work on projects ranging from, but not limited to; branding, textiles, event activations, environmental design, consumer experiences, user interfaces, motion design, and video editing. With heavy gusto and the confidence of a husky in the snow, I'm sure to be your next creative outlet.

Experience

Setpoint Systems Corporation

Full-Time – September 2025 - Current | Denver, Colorado

Position: Marketing Manager, UX/UI Designer
Tools: Illustrator, Photoshop, InDesign, AfterEffects, Premiere Pro, Figma, HomeSweet 3D, Wix, Microsoft Suite

- Succesfully designed and launched a live feeding metrics dashboards across all departments in collaboration with the IT Department for cross departmental functionality and collaboration.
- Succesfully launched and implemented a streamlined and responsive email signature roll out company wide.
- Expand upon the existing brand voice, identity, and graphics while remaining in touch with current trends to help Setpoint standout as the Top Smart Building and HVAC Systems provider.
- Introduced the company to established marketing procedures and new trends like Newsletters, Ad opportunities, and Social Media Presence.
- Lead projects with team of designers on projects like system rebuilds using new or existing Engineering plans. Also assist other designer on their specific leading projects.
- Lead clients and customers in understand the functionality of their site specific systems and create ease of use when they need to check or analyze anything themselves by holding project check point calls and leading a lessons learned debrief when a project has been completed.
- Created On-Site Specific Web interfaces through intelliWEB and intelliVIZ, loading all supplemental 3D graphics like floorplans and systems, then link them to on-site panels to ensure all HVAC systems are controllable. Once done, we ensure everything continues to work as promised.
- Analyze project budgets, issue re-estimates, and find opportunities to upsale.

Experience Continued

SYKES Marketing
Freelance – October 2025 - Current | Remote | Denver, CO

Position: Project Management, Art Director for Cellution Biologics
Tools: Adobe Creative Cloud PowerPoint, Microsoft Suite, Generative AI

- Consult with Project Managers and create social media blasts according to company or industry needs.
- Create full master Powerpoint Deck Templates for internal and promotional purposes.
- Collaborate with Marketing and Education departments to create branded powerpoint and keynote presentations all the adhering to brand voice and guidelines.
- Troubleshoot existing presentation decks, print media, and assets to bring them back from the 'grave' often times requiring rebuilds.
- Illustrative and poster work, meticulously and strategically curate posters for Doctor demonstrations pertaining to wound care, health best practices, and medical product launches.
- Strategically and cleverly implement the use of AI into creative deliverables. Only if needed.
- Create and establish new brand guidelines, health codes, and confidentiality protocols for the Cellution Biologics brand.

MIMEDX Group, Inc.
Freelance – February 2024 - Current | Remote | Marrieta, GA

Position: Presentation Design, Illustration Design, Graphic Design
Tools: Illustrator, Photoshop, InDesign, PowerPoint, Keynote, Generative AI

- Consult with Project Managers and Doctors on next seminar needs and expectations. Using this data I then create a timeline and budget on how to best proceed in achieving the goal at hand.
- Create full master Powerpoint Deck Templates for internal and promotional purposes.
- Collaborate with Marketing and Education departments to create branded powerpoint and keynote presentations all the adhering to brand voice and guidelines.
- Troubleshoot existing presentation decks, print media, and assets to bring them back from the 'grave' often times requiring rebuilds.
- Illustrative and poster work, meticulously and strategically curate posters for Doctor demonstrations pertaining to wound care, health best practices, and medical product launches.
- Strategically and cleverly implement the use of AI into creative deliverables. Only if needed.
- Stay up to date with new brand guidelines, health codes, and confidentiality protocols.

Grafi Design Works, LLC.
Full-Time – October 2023 - Current | Remote | Manhattan, NY

Position: Co-Founder, Art Director & Senior Graphic Designer
Tools: Adobe Creative Suite, Microsoft Office Suite, WebFlow, Figma

- Creative Start-up Agency finding footing within the technology, textiles, and jewelry industries. Partnering with new and existing small businesses to help develop a creative strategy design for their business and supporting in product launching.
- New startup company in the works to launch one of the first ever Tap Fashion Technology trough **Landry Willow** and **SendContact**.
- Succesfully partnering with **SendContact®** to develop new Smart Tap Swag Technology and gearing to launch in 2026.
- Partnered with **Forged Fabrics** by **Fore Fathers Apparel, LLC.** for go to textile and fashion designs curated for public and corporated needs.
- Assist businessess like **Earstuds USA** achieve boutique level product photography for their custom jewelry and natural diamonds.

Experience Continued

BRIGHT AV

Full-Time – July 2023 - February 2024 | On-Site | Arvada, CO

Freelance – March 2024 - Current | Remote | Denver, CO

Position: Senior Creative, Art Director, Presentation Design
Tools: Illustrator, Photoshop, InDesign, PowerPoint, Keynote, AfterEffects, PremierePro, Photo & Video
Main Accounts: PepsiCo, MIMEDX Group, Inc., Saputo, LG Aveo Technologies, Taiho Oncology

- Introduced the company to their first taste and ventures into an in-house creative team enabling Bright AV to have a foot hold when it came to onsite creative needs and selling specific creative deliverables to existing, potential, and future clients.
- Introduced a need to showcase creative while selling services during initial RFPs and capability proposals.
- Project managed and lead creative expectations with internal and external teams to deliver the best overall event experience we could deliver as a production company.
- Led consultation calls to understand the overall goal of the event experience while also forming realistic expectations with the client. This helped established a transparent rapport with all parties involved.
- Art Directed and Created branding opportunities for client events which extended over to Motion Graphic, Presentation Design, and collaborated with outside teams for signage and print deliverables uniformity. This began to open the doors for full branding opportunities for the business.
- Rebranded the main Bright AV brand to fit and stand apart from other production competitors.
- Learned the needs and logistical value of being an Event Graphic Operator as well as how to build graphics to help them be efficient and comfortable while editing presentations live and on-site.

Unbridled Solutions

Full-Time – July 2019 - July 2023 | Hybrid | Denver, CO

Freelance – March 2024 - Current | Remote | Denver, CO

Position: Senior Graphic Designer, Presentation Design, Art Lead, Creative Project Manager
Tools: Illustrator, Photoshop, InDesign, AfterEffects, PremierePro, WordPress
Awards: 2022 Creative Influencer Award **Main Accounts:** Chipotle, Red Robin, Intra-Cellular, Applebee's

- ***NEW:*** After a brief break from my tenure at Unbridled, I was reached out to by the Unbridled Creative and Content team for some freelance help. Since then we have partnered together for Print, Digital, Presentation, and On-site support.
- Help conceptualize visual identities, logos, event branding and expanding upon creative deliverables to maximize and capitalize on branding opportunities.
- Assist with presentation design, template design builds, deck clean ups, and animation support. Remain on call while events are live for any edits that may happen to presentations on the fly.
- Project manage, set goals, and timelines with the client, internal team, and production vendors while making sure the client and team stay happy.
- Working with a BIG teams including the client, their marketing and legal teams, production teams, venues, vendors and contractors, project managers, etc. Weekly meetings and calls are made until the event has gone live.
- Select and reach out to print vendors as well as maintain close communication with them to ensure production timelines are met. Ensuring that theres time for demo proofs and production. I firmly advocate for these teams.
- Took care of site visits at event venues to take dimensions of notable event locations as well as begin to conceptualize how the attendee can and will be experiencing this event throught their time here. Also forecast how all signage and event activation will be set-up, transported, and delivered.
- Develop signage plans with proposed designs, and detailed dimensions with the information learned on-site for placemaking as well as begin to conceptualize how the overall design works. A Print Design Deck and Digital Design Deck is also created for other smaller scale pieces. Budgets, sketches, and agreements begin to come at play here.

Experience Continued

AdPro Results
Full-Time – July 2024 - January 2025 | On-Site | Colorado Springs, CO

Position: Graphic Design, Design Lead, Creative Project Manager
Tools: Illustrator, Photoshop, InDesign, AfterEffects, PremierePro, WordPress

- Helped innovate and think of new marketing solutions and campaigns as well as make updates to existing campaigns to push for new takes on branding capabilites.
- Create new logos and branding style guides for local and national accounts.
- Develop web, social, app graphics, and website designs that can compete with client specific markets.
- Lead in storyboarding the overall vision and ideas for TV spots, Photoshoots, Media, and Brands.
- Develop full article publications, ads, car wraps, digital displays, billboards, packaging, swag, as well as new client proposals.
- Lead creative budget calls as well as setting the standard for how long deliverables should take to execute in order for account executives to accurately scope client campaign budgets.
- Talent support for voice overs, tv spot extras, video shoots, and photoshoots and script writing.

W.O.L.F. Sanctuary
Freelance – July 2024 - January 2025 | Remote | LaPorte, CO

Position: Art Director and Lead Graphic Designer
Tools: Illustrator, Photoshop, InDesign, MailChimp, PowerPoint

- First Art Director and Designer, after relying on free college graphics for years. That said; I helped pioneer their creative department and helped find my successor as well as a new wild life photographer.
- Re-designed their Printed Quarterly Newsletter to a new elevated publication that featured touching stories, beautiful resident wolf images, and plenty of sponsorships.Created, curated, and wrote monthly eNewsletters and eBlasts to be sent out to all subscribers to gather donations, announce events, sell swag, and educate the public about the sanctuary wolves and canines all over.
- Created branding for their 2023 annual Gala and Auction.
- Packaged and exported all files for print and production as well as file archival.
- Held bi-weekly meetings with W.O.L.F. Team to discuss new needs which led to the search of a wild life photographer which immensely helped to elevate newsletters as well as gain traction in donations.

Texas Tech University, Student Recreation & Wellness Center Marketing
May 2018 - May 2019 | On-Site | Lubbock, TX

Position: Graphic Designer
Tools: Illustrator, Photoshop, InDesign
Awards: 2019 Marketing Employee of the Year

- Designed for Departments within the Recreation Center, schedule and Set-up Photoshoot sessions.
- This was a fast pace environment. The team would generally be on-call from constant change in information due to weather, school activities, and sporting events.
- Attend client meetings and create logo and branding systems as well as marketing campaigns for special and annual events.

Varsity Bookstore
May 2015 - August 2018 | On-Site | Lubbock, TX

Position: Graphic Designer & Web Administrator
Tools: Illustrator, Photoshop, InDesign

- Oversaw and executed the stores first steps into online shopping by publishing its inventory to it's first ever website as well as generate social media advertisements and designs. This naturally helped boost sales up.
- Designed and maintained Web Banners, Facebook ads, and stock templates as well as purchased media spots.

Experience Continued

Varsity Bookstore *(Continued)*
May 2015 - August 2018 | On-Site | Lubbock, TX

Position: Graphic Designer & Web Administrator
Tools: Illustrator, Photoshop, InDesign

- Coordinated Photoshoot Sessions.
- Updated website using WordPress, InSite, and General Merch softwares.

GriffinWink Advertising
May 2017 - August 2017 | On-Site | Lubbock, TX

Position: Graphic Design Intern
Tools: Illustrator, Photoshop, InDesign

- Created and updated client websites on a weekly basis using WordPress.
- Selected and curated images for blog posts as well as for other ways images could be used.
- Designed and built templates for flyers, coupons, and other print promotional material.
- Helped design and redesign identity marks for upcoming and established businesses in and around Lubbock, TX. with **Zeroach Pest & Termite** remaining a top branding opportunity.