



DAVID OCHOA

Art Director
& Sr. Graphic Designer

CONTACT

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EDUCATION

Texas Tech University
J.T. & Margaret Talkington
College of Visual & Performing Arts

School of Art
Bachelors of Fine Arts
Graphic Design
MAY 2019

Organizations
Association of Graphic Artists
Pi Kappa Phi Fraternity ΠΚΦ
Chapter Officer: Historian (2018)
Order of Omega
Greek Honor Society

*Fluent in *English & Spanish*

SKILLS

Art & Creative Directing
Branding Suite Development
Adobe Cloud Suite
Microsoft Office Suite
Motion Graphics
Video Editing
Event Experiences
UX/UI Experience
Story Boarding
Web Design
Hand-drawn Illustrations
Problem Solving | Project Managing
Quick & Diligent
Highly Motivated
Interpersonal Communication Skills

EXPERIENCE

UNBRIDLED SOLUTIONS.

FREELANCE – MARCH 2024 - CURRENT | REMOTE

Position: Senior Graphic Designer, Presentation Design, Art Director

- Times get busy, 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.

MIMEDX GROUP, INC.

FREELANCE – FEBRUARY 2024 - CURRENT | REMOTE

Position: In-House Freelance Senior Graphic Designer, Presentation Design

- Design Print Media and carry campaigns through to desired purposes and needs. This expands from brochures, signage, sales sheets, digital design and presentation design.
- Create full Master Powerpoint Deck templates for internal and promotional purposes. Maintained constant communication and collaboration with all Marketing team to ensure seamless decks are able to be used for the lowest common denominator in the entire company, keynote speakers, doctors, and events.
- Clean and troubleshoot existing powerpoints decks, print media, and assist in other areas the company may deem a dire need.
- Created poster illustrations using a myriad of tools including ethical forays into AI image generating.

GRAFI DESIGN WORKS, LLC.

CONTRACT – NOVEMBER 2023 - CURRENT | REMOTE

Position: Co-Founder, Art Director, and Sr. Graphic Designer

- A Passion project, Start-up, and something to work on when creativity is hitting an ultimate block. Partnering with a friend to start a creative agency focusing on branding capabilities, Website Design, Creative Strategizing and ensuring everyone is delivered good design. This challenges our creatives in staying up to date in current design trends.
- Collaborate with small business owners that need a bit more drive on their brand identity and ensuring we listen to their story and bring it forward with design, using our story as the model.
- Build case studies on why and how thoughtful branding makes an impact to growing a business and help business find their voice.

BRIGHT AV

FULL-TIME – JULY 2023 - FEBRUARY 2024 | ARVADA, COLORADO

FREELANCE – MARCH 2024 – CURRENT | REMOTE

Position: Art Director, Sr. Graphic Designer, Presentation Design

- 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 for their 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. 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 a Event Graphic Operator as well how to build graphics to help them be efficient and comfortable while editing presentations live and on-site.



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EXPERIENCE - *CONTINUED*

ADPRO RESULTS

FULL-TIME – JULY 2024 - JANUARY 2025 | CO. SPRINGS, COLORADO

Position: Graphic Designer, Design Lead, Project Manager

- In this role I helped innovate and think of new ways to view campaigns as well as make updates to existing campaigns and push for overall new branding capabilities and expanding upon existing brands.
- Create new logos and branding style guides for local and national accounts.
- Develop web graphics, 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.

W.O.L.F. SANCTUARY

FREELANCE – JANUARY 2023 - OCTOBER 2023 | FT. COLLINS, CO

Position: Art Director, Lead Graphic Designer

- Hired as their first Art Director and Designer, after relying on free college graphics for years. I then 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 feature touching stories, beautiful wolf images, and plenty sponsorships all while using the much needed grid system.
- 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 and hiring of a new designer and photographer which immensely helped to elevate newsletters as well as gain traction in donations.

UNBRIDLED SOLUTIONS

FULL-TIME – JULY 2019 - JULY 2023 | DENVER, COLORADO

Position: Senior Graphic Designer, Art Lead Accolades: 2022 Creative Influencer Award

- Project manage, set goals, and timelines with the client, internal team, and production vendors while making sure the client and team stay happy.
- Develop conceptual logos, event themes, experiences, and branding systems for Corporate and Incentive Events being held by companies all over the world. The Key idea is to help these companies unveil and carry their message to their employees. Creating an experience rather than an old boring corporate meeting.
- Working with a big team 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. While the event is live; as the design lead, I stay on-call to assist with any design needs and set up.
- 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 through their time here.
- 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 begin to come at play here.



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EXPERIENCE - *CONTINUED*

TEXAS TECH UNIVERSITY STUDENT RECREATION CENTER MARKETING MAY 2018 - JUNE 2019 | LUBBOCK, TEXAS

Position: Graphic Designer **Accolades:** 2019 Marketing Top Employee

- 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 | LUBBOCK, TEXAS

Position: Web Administrator & Graphic Designer

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

GRIFFINWINK MAY 2017 - AUGUST 2017 | LUBBOCK, TEXAS

Position: Graphic Design Intern

- Created and updated client websites on a weekly basis using WordPress.
- Selected and curated images for blog posts as well as for other ways the image would 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.