

Dave Barry

Designer | Art Director

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Profile Multi-faceted Creative with an exceptional track record of directing strategic marketing and optimizing brand identity while expanding creative vision within dynamic environments. Intuitive leader with expertise in analyzing design trends and reinventing business identity to capture target audiences; excel at aligning core business, revenue, and growth goals to enhance ROI. Solid history of success in advertising campaign conceptualization, expanding brands within competitive markets. Consummate management professional with an affinity for articulating business needs and developing intricate business models to convey a brand's message in a cool, beautiful and meaningful way.

Experience Senior Designer PK Network • 2017-2019

Pilot content strategy reinforcing the organization's visual identity and devising creative print/digital and social media assets to appeal to target markets. Guide brand review and direct brand repositioning, conducting trend research and maintaining a pulse on changing trends to design a successful marketing mix to ensure aggressive market traction for billion dollar entities including the NY Cosmos Soccer team, Mediacom and Cable TV Pioneers. Recipient of the Hermes Creative Awards for PK Network for exceptional design and development of the NY Cosmos Team Poster.

<https://enter.hermesawards.com/entry/ny-cosmos-team-poster/>

Developed several direct mailers for Mediacom that skyrocketed subscriber interest resulting in successful customer touchpoints and increased profitability.

Senior Designer Townsquare Media • 2014-2017

Collaborated with management team and key stakeholders to direct the strategic design of marketing assets and campaigns for industry leaders in radio. Leveraged the power of print/digital/social media advertising to elevate brand character effectively resonating with target markets. Exploited social media channels to promote brand DNA. Designed and developed marketing collateral for major events including festivals and live events held across the United States.

Creative Director MakerBot • 2011-2012

Conceptualized and developed a creative and strategic marketing campaign rebranding the high-profile 3D printer manufacturer and providing a significant competitive edge within established and new markets. Directed a team of highly proficient designers, writers and videographers executing rebranding review and defining the ideal brand DNA, reputation and character that would effectively resonate with the target market. Piloted the launch of a new retail store in NYC receiving coverage by over 50 media outlets as well as government representatives. Revamped brand strategy deploying an innovative concept for the Desktop 3D Printer that catalyzed the 3D printing revolution, the Replicator 2. Developed all product packaging, logo creation, sales material, promotional merchandise and website redesign.

Art Director/Designer House Party • 2009-2010

Expertly expressed the corporate vision for several industry leaders including Kraft, Oscar Mayer, BIC, Sony PlayStation, Breyers, McDonalds and Hasbro. Spearheaded the concept, design and development of marketing assets incorporating value propositions to attract key clients and encourage retention of existing client base. Developed landing pages, Flash promotion boxes, banners and logos solidifying the corporate image and advancing business development efforts into untapped markets.

Senior Designer Marvel Entertainment • 2007-2009

Assessed overall business model developing innovative marketing materials that helped launch Marvel into the forefront of the Entertainment industry. As the Senior Designer, directed all concept design and development of marketing materials including book jackets and interiors, in-house and licensee advertising, comic book trade dress and logo, in-store displays and trade-show graphics. Curated and designed the 2009 Marvel Comic Retro Style Guide defining strategies to launch the highly successful licensing program and produce hundreds of products, including the ubiquitous distressed Captain America Shield T-shirt.

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Experience Art Director/Designer World Wrestling Entertainment • 1999-2005

Blazed new creative trails, conceptualized and rolled out brand strategies that helped propel World Wrestling Entertainment into the forefront of targeted markets. Concepted the design of book jackets/covers from photo-shoot, guiding the final production of New York Times Bestselling WWE books in partnership with Simon & Schuster. Worked in tandem with Talent and Publishers governing the project life cycle from initial concept design to final printed product. Developed DVD/Home video packaging, advertisements, sell-sheets and trade-show booth graphics. Represented Creative Services Department in twice-weekly Licensing Approval meetings to review the many licensed products/requests from our partners.

Education Brooklyn College, Brooklyn, NY • School Of Visual Arts, NYC

Skills

Photoshop • Illustrator • InDesign • Some After Effects • Microsoft Office • Strong Communication • Print Flexible • Problem Prevention • Digital • Logo Creation • Dependability • Social Media • Photo Retouching Copywriting • Brand DNA & Implementation • Color Correction • Logo Creation • Good Sense of Humor Plays Well With Others • Competitive Intelligence • Photo Shoot Art Direction • Photo Compositing • Offline Online • e-Mail Marketing • NYS Real Estate Licence • Rebranding Strategies • Strategically Creative Creatively Strategic