



DAVE  
**BARRY**  
ART DIRECTOR

## Hello

My name is Dave Barry.

I am an innovative, interdisciplinary Art Director/Designer/Visual Storyteller that connects brands with meaningful user experience.

Having worked for industry leaders including MakerBot Industries, World Wrestling Entertainment & Marvel Comics, I've been extremely fortunate to have had the opportunity to create fearless, outstanding and useful design in most mediums.

Successes include but are not limited to:

- Designing and producing book covers and dust jackets
- Designing and producing event key art
- Ad campaigns, logo design, style guides and marketing materials
- Landing pages, banner ads and social media campaigns
- Marketing and PR: online press kits, merchandise, logos and launch materials
- Trade shows and event displays
- UI and icon design
- Managing teams of designers, copywriters
- Art directing photo shoots
- Conceptualizing and designing licensed products

My freelance work in recent years has spanned numerous industries with clients including: Latin Percussion, NY Cosmos, Valiant Comics, CSI Sports, TracyLocke, CircleOne Marketing, House Party and Colangelo Marketing. Pepsi, Kraft Foods, Hasbro, Ketel One, Captain Morgan, Espolon, Smirnoff, Jose Cuervo, SONY and many more.

I am highly proficient in Photoshop, Illustrator and InDesign and I am extremely adept in photo compositing, retouching and color correction.

Thanks very much  
and I look forward to hearing from you soon.

### CONTACT

Phone 914-498-4907

Email db65@mac.com

Portfolio davidbarry.com/photos

 facebook.com/dave.barry1

 linkedin.com/in/davebarry65

 davidbarry.com



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- Ten+ years of Marketing Design experience
- Advanced knowledge of Adobe Photo shop, InDesign & Illustrator
- Experience designing for print & digital
- Design concept generation, layout, photo selection & production
- Motivated self-starter with the ability to work independently or as part of a team
- Proactively identify and solves potential issues within assigned projects
- Exceptional communication skills
- Meticulous attention to detail & excellent organizational skills
- Critical thinker and resourceful problem solver
- Proficient in After Effects, Constant Contact, Microsoft Office, Keynote
- Good sense of humor and plays well with others

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## EXPERIENCE

- 2017-PRESENT • PK Network • Freelance Art Director/ Designer**  
 Managed the art direction of print/digital advertising for NY Cosmos Soccer team, Mediacom and Cable TV Pioneers. Developed several direct mailers for Mediacom that skyrocketed subscriber interest resulting in successful customer touchpoints and increased profitability. Participate in new business pitch concepting and execution. 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/>
- 2014-2017 • Townsquare Media • Senior Designer**  
 Art direction & design of print/digital/social media advertising, logos, branded collateral, Powerpoint presentations, websites and social media assets for a digital marketing services company that owns and operates market-leading radio stations, as well as music festivals and live event properties across the United States.
- 2011-2012 • MakerBot Industries • Creative Director**  
 Responsible for creative overhaul and rebranding of the high profile 3D printer manufacturer. Led a team of nine individuals through the brand reinvention for the Desktop 3D Printer that started the 3D printing revolution, the Replicator 2. Projects included but were not limited to product packaging, logo creation, sales material, website redesign and event press materials. Successes included the opening of a retail store in NYC and a highly lauded launch event with over 50 media outlets and government representatives.
- 2009-2010 • House Party Inc. • Art Director**  
 Developed landing pages, Flash promotion boxes, banners and logos for industry leaders including Kraft, Oscar Mayer, BIC, Sony PlayStation, Breyers, McDonalds and Hasbro. Advanced the company's business development strategies through the creation of recruitment pitches.
- 2007-2009 • Marvel Entertainment • Senior Designer**  
 Spearheaded the art direction, design & production of book jackets & interiors, in-house and licensee advertising, comic book trade dress and logo design. Developed in-store displays, trade-show graphics and advertisements. Managed a team of three graphic designers. Created & produced the 2009 Marvel Comics Retro Style Guide and defined its highly successful licensing program, resulting in the production of hundreds of products and is still being used today.
- 1999-2005 • World Wrestling Entertainment • Art Director**  
 Designed and produced New York Times Bestseller WWE book covers and related advertisements for publishing partner, Simon & Schuster. Developed DVD/Home Video packaging, advertisements, sell-sheets, trade-show booth graphics, Direct mail, in-store displays, and National Hot Rod Association dragsters. Managed the art direction of photo shoots for ads, book covers, pay-per-view key art. Supervised graphic designers in design/production of advertisements style guides and other branded collateral materials.

## SKILLS

Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Microsoft Office  
 Productivity • Dependability • Communication • Positivity • Collaborative



# DAVE BARRY

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- 01 **NJOY**  
SOCIAL MEDIA  
New Prince Size April Fools Instagram post.
- 02 **NJOY**  
SOCIAL MEDIA  
April Fools New Gin & Tonic Flavor Instagram post.
- 03 **NJOY**  
SOCIAL MEDIA  
MAD MEN TV Tie-In Instagram post.
- 04 **NY COSMOS**  
TEAM POSTER  
Award winning piece for NY Cosmos Soccer Team.
- 05 **MARVEL COMICS**  
FANTASTIC FOUR TRADE DRESS  
Radical re-design for Marvels iconic first family.
- 06 **GHOST VAPES**  
PROMO POSTER  
Dope.
- 07 **GHOST VAPES**  
PROMO POSTER  
A nod to turn of the century tobacco advertising.

## CONTACT

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## MINI Portfolio



01



02



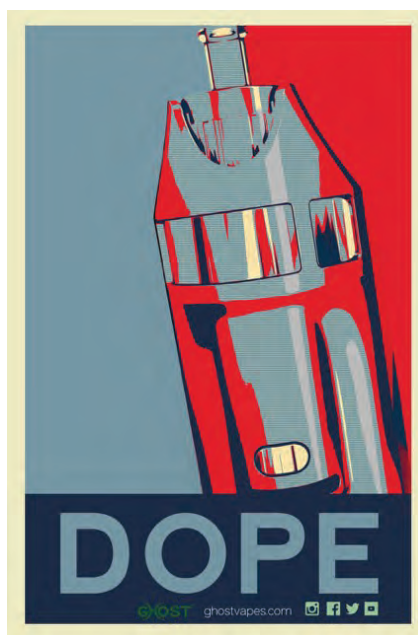
03



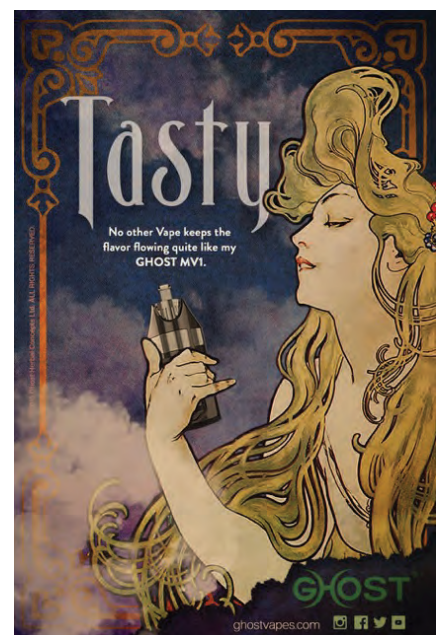
04



05



06



07

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