

DAVID SIGLIN

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SKILLS

Balanced and reasoned approach to problem solving, focusing on root causes and actionable solutions.

Proficient in: InDesign, Photoshop, Illustrator, Lightroom, CSS, HTML, Photography (natural and flash lighting), Color Theory, Typography, Lean UX

Constantly improving/honing skills through reading & practice.

RELEVANT EXPERIENCE

Ambassador International

Creative Director

June 2006 — October 2011

Working for a small company meant juggling many different hats. My primary role was meeting with authors to establish a design style-guide for their book and marketing. I created a questionnaire, FAQ, and visual guides that made the process efficient and more transparent to authors. I also oversaw creation of the ebook division of Ambassador, developing an efficient but beautiful work-flow for ebook creation in a time when most ebooks were an after thought and hideous. Being the creative director also meant encouraging and critiquing my fellow designers. Rather than dictating all design decisions I encouraged critical thinking and the freedom to work through a design problem. Lastly, I worked with the sales team to concept marketing campaigns and create the visuals.

Freelance Designer

Freelance Web / Print / Photography

October 2011 — Present

After leaving Ambassador International I setup as a freelance designer working in print and web design as well as photography. Some notable clients have included Heifer International, City of Greenville Mayor's office, and musician John Waller.

Greenville Downtown Marketing Project 2014

During the Fall of 2014 I worked on a marketing project for the City of Greenville Mayor's office. My task was to document downtown Greenville as a thriving, people-friendly destination, through the medium of photography. The resulting photos are used by the mayor in presentations to other mayors and cities.

Crazy Faith Coffee Subscription Site 2015

I designed a responsive ecommerce site that efficiently funneled visitors into a monthly coffee delivery subscription. The client is a touring musician and the main traffic to the site is mobile devices by concert goers. Branding of the coffee already existed so I leveraged the established brand for creation of the site. Besides the website I also created product photography and point of sale displays.

ADDITIONAL EXPERIENCE

IT

Resurgent Capital Services October 2011 — Present

I am part of a highly autonomous team of four. It is our job to ensure mission-critical hardware remains operational. We also proactively upgrade hardware and provide Tier II desktop support.

FORMAL EDUCATION

Bob Jones University — *Masters in Graphic Design*

Completed May 2006

Bob Jones University — *Bachelors of Science in Graphic Design, Minor in English*

Completed May 2004