

David Hastings

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PROFESSIONAL EXPERIENCE

Junior Brand Designer

General Assembly, September 2015-April 2017

- Develop, implement, and maintain company brand across 21 locations globally; ensure brand standards are reflected in collateral through the creation of environmental signage, print ads, educational video content, infographics, branded documents, and internal merchandise.
- Develop style guide(s), assemble and release 84 page global brand book.
- Art direct studio photoshoots; photograph, edit, and size images for marketing campaigns and General Assembly image bank.
- Design and execute branded documents for marketing campaigns, as well as internal and consumer use, including: policy white papers, ebooks, handbooks, pamphlets and fliers, course curricula, local marketing collateral, graduation certificates, student and employee swag, custom illustrations for enterprise learning platform and website.
- Work with Facilities Team and regional market directors to create branded environments for each of our 21 global campuses; design and scale campus maps, produce vinyl wayfinding signage compliant with ADA accessibility standards.
- Create branded Keynote templates for event schedules, course fliers, email capture cards, allowing local markets to create assets independently while staying on-brand.

Project Development Associate

Manhattan Concert Productions, September 2014-2015

Provided production assistance during concert residencies; fielded client interactions and offered direct customer support; coordinated trade show logistics; designed and managed sales-related marketing assets.

Sales Associate

C.C. Filson, May-November 2014

Served as special events staff for VIP events; acted as event photographer for global marketing department; Trained and managed new employees.

SKILLS

Microsoft Office Suite, Adobe InDesign, Illustrator, Photoshop, Lightroom, Keynote, Sketch, Invision (limited) HTML, CSS & Javascript. Mac-proficient.

PERSONAL WORK

Brooklyn Drag, in-progress

A photographic exploration of the Brooklyn drag renaissance. I organize photo shoots and informal interviews with local Brooklyn drag queens and performers and will ultimately adapt the library of photos to a book and gallery.

Baby's First Drag, 2016

Photographed, designed, published and distributed a zine capturing the birth of my drag persona Dorothy Clifford and Rosetta Stone.

VOLUNTEER WORK

Welcome Ambassador

St. Olaf College New York Alumni,
September 2015-present

Extend and maintain communication with New York-area alumni of the college; work with regional alumni committee to program and promote each year's alumni networking events.

ACT-SO Competition Judge

NYC ACT-SO, 2015-present

Serve as invited judge at the Academic, Cultural, Technological and Scientific Olympics (ACT-SO) for high school vocal students; help determine which under-represented students will receive scholarship support for college.

Bass

Holy Trinity Lutheran Parish Choir

Sing bass-baritone under the direction of Donald Meinecke, with focus on early Renaissance and Baroque sacred music.