

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 2014-15

- 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.

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.

SKILLS

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