

DAVE COOLEY

Product Designer | Creative Strategist | Visual Storyteller



dave.cooley5@gmail.com



@DAScool



imdave.cool

.....●Hello!●.....

Hey team! I want to express my gratitude to you for considering me for the role of Product Design Director. As you'll see, I have a range of experience in my career journey, but EverFi is the first time I've found a job that allows me to combine what I love doing with a mission that I am so adamantly passionate about. I'd be honored continue fighting for our mission in this new role.

● WorkExperience

● EverFi

● Sr. Product Designer (10/2020 - Present)

Product Designer (03/2019 - 10/2020)

At EverFi I've had the privilege to wear multiple hats as both a Design Lead and Product Designer for many of our builds. Responsibilities consist of: course design direction, UI library creation and management, contributing to the development of our illustration libraries, managing in-house and/or contract product and UX designers on builds, collaborating with Product Managers, LX and UX Leads to deliver quality on-time courses, and interfacing with clients such as Google, AIG and others for bespoke projects.

In addition to product and client contributions at EverFi, I've had the opportunity to participate in many culture-building initiatives such as: Academy Cohort IV, POC Philanthropy Sub-Committee co-chair, led the re-imagining of Product Designer 3.0, and Bootcamp Ambassador.

● Peer Insight

● Sr. Communications Designer (05/2018 - 03/2019)

Communications Designer (01/2016 - 05/2018)

Duties consisted of: Leading the design and visual storytelling portion (storyboards, infographics, digital prototypes and more) for client projects. Internally - supporting business development efforts by helping lead strategy for brand, digital marketing, managing visual design repository and design studio resources

● The Case Foundation | Revolution LLC

● Digital Production Manager (12/2014 - 01/2016)

Interactive Strategies Associate (01/2013 - 12/2014)

Duties consisted of: Supporting Case Foundation's (and it's other entities) initiatives through creative digital outlets such as: user experience strategy, creative direction (digital/print design, and video), web maintenance, analytics reporting and strategy, and technical project management. Additionally I managed oversight of the Interactive Strategies interns.

● The Community Church

● Graphic Designer / Producer (12/2010 - 07/2012)

Duties consisted of: Training and managing volunteer team of 8-10 for weekly live production, development of series' visuals and graphics packages, internal departments' visual communication, storyboarding and producing weekly update videos, overseeing live and post-production development,

● CreativeSkills

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|----------------------------|------------------------------|
| ● Art Direction | Illustration & Storyboarding |
| ● Digital Product Design | Video Production |
| ● UX/UI Design & Strategy | Digital Marketing |
| Design & Creative Strategy | |

● ApplicationSkills

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|-------------|----------------|------------------|
| ● Figma | Premiere Pro | InvisionApp |
| ● Adobe XD | After Effects | Google Docs |
| ● Photoshop | Adobe Audition | Google Analytics |
| Illustrator | Garage Band | |
| InDesign | | |

Working Knowledge of:

HTML, CSS, Java Script, Wordpress, Squarespace

● EducationalBackground

- George Mason University
- BFA in Graphic Design
- Minor in Business and Multimedia

● VolunteerOutlets

- A21: Syrian Refugee Crisis, Share our Strength, Homestretch,
- National Community Church, Environmental Defense Fund,
- Champions In Action