

David Cordon

Alameda, CA - Email me on Indeed: [indeed.com/r/David-Cordon/24dc3177d0a012d4](https://www.indeed.com/r/David-Cordon/24dc3177d0a012d4)

Willing to relocate: Anywhere

Authorized to work in the US for any employer

WORK EXPERIENCE

Creative Director

Future US - San Francisco, CA - August 2015 to April 2017

Future, Marketing and Content

Lead team of designers and front-end developers, in charge of design and branding of internal marketing campaigns, content strategy and e-comms for Future brands and Websites, including PC Gamer, TechRadar, and GamesRadar. Collaborated with Sales and Social Media teams to create and project manage content marketing campaigns, advertising and large scale event graphics for external clients including Amazon, eBay, and Intel.

Interactive Art Director

Future US - San Francisco, CA - May 2013 to August 2015

UFC Interactive

MacLife Interactive

BoldLine

LeNs

Designed interactive editorial content with video and animation, for digital magazines. In charge of user interface, experience, and testing on tablet and mobile versions. Used proprietary DPS, HTML and CSS to design and ready publications for Apple Newsstand.

Art Director

Future US - San Francisco, CA - March 2010 to March 2014

Official Xbox Magazine

Designed all aspects of the monthly publication for print and digital issues. Crafted editorial content with editors, Creative Director, and VPs. Created online site design and marketing materials. Directed studio photography. Commissioned and art directed illustrations. Hired and managed associate and freelance graphic designers.

Art Director

Time Inc., Bonnier Corporation - Tustin, CA - April 2001 to October 2009

Quad Magazine / TransWorld BMX Magazine

Developed brand, logo, and initial design (Quad Magazine). Crafted editorial content with editors and publisher. Designed cover, departments and features monthly. Created marketing materials, media kits, online layouts and business systems. Directed, chose and archived location and studio photography. Commissioned and art directed illustrations. Designed T-shirts, ads, logos, buyer's guides, and DVD packaging. Created trade show and party event materials. Prepared all monthly digital files and attended press checks.

Associate Art Director

Future US - San Francisco, CA - July 1999 to February 2001

Official Sega Dreamcast Magazine

Designed features and departments. Commissioned and directed illustrations and photography. Prepared print-ready files and checked blueines. Art directed all aspects of magazine in absence of Art Director.

EDUCATION

Bachelor of Arts, Industrial Design

San Francisco State University

Bachelor of Arts, English

Cal Poly, San Luis Obispo

SKILLS

Adobe CC (10+ years), MS Office Suite (10+ years), Keynote (3 years)

LINKS

<http://dwcordon.squarespace.com>

ADDITIONAL INFORMATION

Expertise in story-telling, branding, visual design principles, and typography. Expert user of Adobe CC, MS Office Suite, Keynote. Extensive experience in print, press checks, interactive publishing, product issue tracking, project management, budgeting, hiring and supervising freelance and permanent designers and illustrators. Knowledge and use of basic html, CMS, CSS, scripting, responsive design and analytics.

Non Profit Experience

As the Custom Publishing Supervisor at San Francisco State University Bookstore from 1993 to 1996, I worked with faculty to assemble custom books, coordinated production with printers, secured copyright permissions, tracked invoices and kept accounts for royalties due. I also hired, trained and managed Custom Publishing staff, as well as marketed services to campus community and cultivated relationships with clients and departments. My leadership and project management initiatives (building a custom database in FileMaker Pro to track ordering and copyright permissions and billing) increased sales from \$75,000 to [...] per year. As the Art Director and then Publicity Manager of the Cesar Chavez Student Center from 1996 to 1998, I managed a graphic artist, illustrator and marketing assistant to design posters, post cards, newspaper ads, informational brochures, calendars, logos, flyers, mailings, newsletters, menus, maps, tchotchkes and T-shirts for Student Services, including the Art Gallery and Student Pub. I also prepared digital files and checked blue-lines and color proofs, and coordinated PR for special events and celebrations.