

DAVID DELIARD

SENIOR GRAPHIC DESIGNER

DavidDeliard.com
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EXPERIENCE

SENIOR ART DIRECTOR TRACYLOCKE || MAR 2022 – CURRENT

Currently developing transformative email and social content, along with conceptual brand refresh ideas for FedEx Office, La Madeleine, and JBL. Previously produced eye-catching retail displays for Samsung Home Entertainment and Appliances

SENIOR DESIGNER TRACYLOCKE || SEPT 2017 – MARCH 2022

Worked with 3D artist, writers and sketch artist, to design retail activations, small and large format displays, and key visuals for Pepsi Beverages, HP, Starbucks and Lego

ART DIRECTOR TRACYLOCKE || APRIL 2013 – SEPT 2017

Worked under Senior Art Directors and ACD to design and brainstorm for Pepsi Foodservice and Gatorade in creating 360° activation pitch slides, promotion campaigns and more

STUDIO-PRODUCTION ARTIST TRACYLOCKE || 2012 – 2013

Taking creatives' final artwork, rebuild to high-resolution, and/or build additional elements ready for release and print

FREELANCER D4 CREATIVE GROUP || JAN 2012 – APRIL 2012

Freelancing for one of Philadelphia's Top 10 advertising agencies. Designed and assisted with developing web graphics, billboards/OOH, corporate identity and branding

AWARDS

AMERICAN ADVERTISING AWARDS DALLAS TX || 2024

Silver Addy, Campaign, FedEx Office Holiday Social Campaign
Silver Addy, Consumer Campaign, FedEx Office Holiday Campaign

TRACYLOCKE AGENCY AWARDS

Behind The Scenes Award || 2023
Forward Momentum Award || 2016

TECHNICAL SKILLS

ADOBE CREATIVE SUITE: PS, AI, ID, AE
PROFICIENT

KEYNOTE, POWERPOINT, CANVA, TRELLO
PROFICIENT

BLENDER, MAYA 3D, SPLICE, FIGMA
WORKING KNOWLEDGE

- Adept in video softwares, editing and storyboarding
- Working knowledge in coding HTML, CSS and JQuery
- Brings valuable illustrative sketching abilities
- Proficient in mocking up semi-realistic display visuals and photo retouching

COMMUNITY SERVICE

TRIANGLE COMMUNITY CENTER CT || JULY 2019

Helped assemble and paint ceremonial gay pride benches for LGBTQ+ organization Triangle Community Center

EDUCATION

UNIVERSITY OF THE ARTS, ART AND DESIGN
PHILADELPHIA, PA || MAY 2011

Bachelor of Fine Arts degree in Graphic Design

WAY-FINDING SYSTEMS WORKSHOP

PHILA, PA || SPRING 2010

Guided by Virginia Gehshan, Principal of Cloud Gehshan & Associates to redesign the Penn Museum of Archeology and Anthropology way-finding

