



DAVID HELD
Creative Direction // Concept // Design

P 952 // 200 // 6223
E DavidHeldDesigns@Gmail.com
W DavidHeldDesigns.com
A 409 W. 129th St
New York, NY 10027

Education

Columbia College Chicago
Chicago, Illinois
BFA, ART DIRECTION + GRAPHIC DESIGN

Skills

Strong communication and presentation skills. As well as verbal, visual, written and interpersonal skills. Strong eye for visual design and typography, as well as experience in art direction for still life photography, film, television, and editorial.

Proficient with both Mac and PC Platforms. Illustrator, InDesign, Photoshop, Type Tool, Scan font, Image Ready, K4 System, and the entire Microsoft Office Suite.
Web Design Coding: XHTML, CSS.

Language

English
German

Experience

Peter Thomas Roth Skin Care - New York, NY
EXECUTIVE DIRECTOR - CREATIVE, MAY19 - PRESENT
DESIGN DIRECTOR, APRIL 18 - MAY 19

- Lead a team of 10 full-time staff.
- Oversee and lead 360 design development in all areas of Packaging, Print, Digital, and Social Media.
- Work with cross functional teams to develop and produce formulas, creative assets, packaging design development and copy/messaging.

LLOYD & Co. - New York, NY
FREELANCE PACKAGE DESIGNER // ART DIRECTOR, JULY 15 - APRIL 18

- Packaging design and art direction for Adidas, Narciso Rodriguez fragrances and promotions, Aramis fragrances, and Bottega Veneta in-store merchandising, fragrances (primary and secondary design) and sunglasses.
- Mechanical and technical production of packaging, print and OOH assets.

Fusion Brands - New York, NY
SENIOR DESIGNER // ART DIRECTOR, JAN 14 - JULY 15

- Provide art direction and design for primary/secondary packaging as well as all other creative support material for CLEAN Fragrances, and Fusion Beauty Cosmetics.
- Led all creative projects from concept/ideation to final execution including color and manufacturing approval standards.
- Art Direct photo shoots, and still life photography for all advertising, sales aid, and promotions material as well as provide retouching direction.
- Manage a team of designers, and photographers to execute designs and photography concepts for still life/sales aid needs.
- Worked with a cross-functional teams including marketing, product development and purchasing as well as directly with outside vendors for print and packaging needs.

COTY Prestige - New York, NY
DESIGNER - Calvin Klein Global Fragrances, MAY 11 - JAN 14

- Provide design for primary/secondary packaging as well as all other creative support material such as gift sets, marketing/promotion tools, branding, merchandising, and advertising for Calvin Klein and CKOne global fragrances.
- Assisted in all creative projects from concept/ideation to final execution including color and manufacturing approval standards.
- Art Direct still life photography for all sales aid, and promotions material as well as provide retouching direction.
- Managed and approved mechanicals from outside production artists/houses.
- Worked with a cross-functional teams including marketing, product development and purchasing as well as directly with outside vendors for print and packaging needs.

Freelance Designer - New York, NY
PACKAGE DESIGNER // ART DIRECTOR, AUG 10 - MAY 11

Webb deVlam - Chicago, IL
FREELANCE PACKAGE DESIGNER, MARCH 10 - AUGUST 10

Awards // Published Work

Dieline.com Mention for Design of CLEAN RESERVE Frangrances
Harper's Bazaar, August 09 - November 09
CCAAward

Portfolio // References

AVAILABLE UPON REQUEST