

# David Geier

## Senior Designer

724-787-4302  
David.geier6@gmail.com  
linkedin.com/in/dave-geier/  
Davegeier.com

A highly skilled Senior Graphic Designer with 10+ years of experience specializing in branding, marketing, UX/UI design, and motion. A proven track record of creating impactful visual solutions to drive brand growth and awareness as well as managing teams to execute projects at an enterprise level.

### Work Experience

#### Visual Designer | Amazon

July 2022 - Present | Remote Contract

- Produced graphics and templates that are then utilized at and across Amazon's global sites.
- Managed a wide array of concurrent design projects while ensuring brand integrity.
- Communicated with stakeholders & internal entities to fulfill design needs and deliverables.
- Collaborated with the Operations Internal Communications team, engaging in daily scrums.
- Implemented innovative techniques, methodologies, and systems to solve design problems.
- Produced over 45 design toolkits, utilizing type ramps, grid systems, color palettes, icons, to produce print & digital assets.

#### Art Director (Previously UX/UI Designer) | PCG Capital

August 2017 - July 2022 | Hybrid

- Oversaw all marketing projects from ideation, creation and execution across six companies.
- Developed custom artwork for flyers, banners, posters, websites, and digital signage.
- Created 9 brands and their guidelines, and implemented them across relevant platforms.
- Built interactive prototypes for internal usability testing for Oxford Athletic Club's website and member's app and their instructional videos leading to 87% download rates in week 1.
- Designed and updated 5 user-centered websites, wire framing in Figma and then reiterating those into high-fidelity designs based on usability feedback to maximize user engagement.
- Storyboarded, organized and directed photo & video shoots for advertising campaigns.
- Created design pitches and presentations to enterprise clients to secure multi million-dollar contracts with companies such as UPMC & Highmark.

#### New Media Design Coordinator | Pittsburgh Penguins

December 2014 - August 2017 | Pittsburgh, PA

- Conceptualized and created all social media and web graphics for the official Pittsburgh Penguins' platforms leading to the fastest growth in the NHL and top 25 in Pro Sports.
- Designed time-sensitive in-game graphics, infographics, and gifs, for all games.
- Worked home and away games creating in-game graphics with rapid turnarounds.
- Posted to all social media platforms with sole control over the Penguins' official Instagram.
- 37/39 game-dependent graphics were sponsored by iconic brands, leading to record marketing sales sponsorships.

#### Digital Media Assistant | Pittsburgh Steelers

November 2013 - December 2014 | Pittsburgh, PA

- Ideated and executed print and web design projects for all departments, including t-shirt designs for Training Camp & large format prints around the stadium.
- Created brand design standards across the company, including the official font.
- Implemented in-game graphics, such as score graphics, infographics, and quote graphics.
- Designed motion graphics including intros, lower thirds, and on-screen elements for video.

### Skills

#### Design

Adobe Creative Suite  
Logo Creation  
Color Theory  
Storyboarding  
Grid Systems  
Composition  
Style guides  
Illustration  
Branding  
Ideation  
UX/UI Design  
Photography  
Videography

#### Tools

Photoshop  
Illustrator  
InDesign  
Premier  
Sketch  
Figma  
XD  
Asana  
Airtable  
Wrike  
After Effects

### Education

Saint Vincent College  
August 2008 - May 2012  
B.A. Communication

### Certifications & Awards

Part 107 Drone  
2015 Webby Award  
Google UX Designer  
Certificate (In Progress)