

David Nelke

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ABOUT

Throughout my career, I've been fortunate enough to work with a wide range of clients across multiple sectors including medical, health & wellness, sports & fitness, beauty, and household with clients ranging from new-market ventures to Fortune 500 companies. Worked with a wide variety of brands, including Fender, Mattel, I Love Lucy, EDS, Dillard's, Remington, Stubbs, Macy's, Home Depot, Lowe's, Wal-Mart, REI, and Petco.

SKILLS

Advertising

Branding

Identity

Print

Packaging

Publishing

HTML/CSS

User Experience

User Interface

Information Architecture

Project Management

Process Improvement

Marketing Trends

Vendor Management

Client Relations

Sketch App

Balsamiq

InVision

Adobe XD

Photoshop

Illustrator

InDesign

Microsoft Office

Google Docs

Processes

Leadership

Mentorship

EXPERIENCE

Creative Consultant

2015 - PRESENT

STONE SOUP SOLUTIONS

Leading Multiple Innovative New Business Development Efforts

- Develop strategic vision to meet the needs of our clients
- Redesign of user interface of client's flagship product
- Institute a user-centered design (UCD) approach.
- Develop creative concepts, storyboards and evolve branding
- Deliver strong financial return on client campaigns
- Forecast changes coming from design and business worlds

Creative/Art Director

2011 - 2015

DOCTORS IN TRAINING

Attained 235% Increase in Marketing Revenues

- Produced breakthrough creative, from concept to completion
- 235% increase in traditional and digital marketing revenues
- Developed strategies to meet the changing medical education market
- Overhauled corporate website to optimize the user experience
- Saved over \$250,000 by streamlining outdated processes
- Created online courses, specialty booths, campaigns and advertising

Lead UI Designer

2005 - 2011

DARKSPIRE MEDIA

Attracted 28 New Corporate Clients over 12 months

- Directed brand strategy, interface design, and interactive design
- Strategies drove a 43% year-on-year sales increase
- Increased online donations by as much as \$1.2M
- Researched, wire-framed and designed multiple client websites
- Leveraged performance metrics and interaction data

Art Director

2002 - 2005

WHITE HEAT, LTD

Created 136 Pieces of History for Fans of "I Love Lucy"

- Created award-winning book designs
- Published "LUCY & DESI" and "I LOVE LUCY" scrapbooks
- Creative direction, illustration, and production of over 80 book titles
- Slashed operating costs 24% by instituting new systems
- Worked closely with production, editorial, and marketing

Art Director/Brand Manager

2000 - 2002

ELECTRONIC DATA SYSTEMS

Marketing Campaigns from the Byron Nelson to the Super Bowl

- Responsible for brand and content strategy for over 136k employees
- Defined the look, feel, voice and tone of a \$21 billion company
- Responsible for brand adherence to internal & external communication
- Led design team in support of brand positioning and standards
- Managed development life-cycle and led product discovery phase
- Created global media based solutions for EDS regatta live tracking

MORE EXPERIENCE

USAG, The Brinkmann Corp., United States Marine Corps