

## DavidMarkFleming

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### Education **San José State University**

*Bachelor of Arts, Specialized Degree Design and Illustration.*  
1988 - 1992

### Experience **Direct Media, Inc.** | Visalia, CA *Creative Director* | 2006 - 2010

Directed design of print and web related materials from concept to release. Logos, collateral materials, print and web advertisement.

Responsibilities included design and layout for multiple publications. Handled everything from page and feature layout and design to illustration, informational graphics, photo editing, and supervision of designers. Gained experience working with editors and photographers.

### **Ardent Media Group** | Visalia, CA *Lead Designer/Web Development* | 2004 - 2006

Responsibilities included designing print and web related materials from concept to release. Logos, collateral materials, print and web advertisements, magazine design and layout.

### **JESANDA** | San José, CA *Art Director* | 1998 - 2003 *Graphic Designer* | 1992 - 1997 *Intern* | 1991

Designed both print and web related materials from concept to release. Development of logos, collateral materials, packaging design, advertisements, commercial/technical illustrations and tagline copy writing for various business to business clients across the globe. Prepared mechanicals and worked with printers from price quote to final delivery.

### Skills Adobe Creative Suite: InDesign; Illustrator; Photoshop; Dreamweaver; Acrobat. A strong background in traditional media, production and printing technologies.

### Recognition *Creative Director, Direct Media, Inc.* Four Gold Addy Awards, magazine editorial spread or feature, Fresno Ad Federation. Three Silver Addy Awards, magazine editorial spread, Fresno Ad Federation. Silver Addy Award, magazine cover, Fresno Ad Federation. Silver Addy Award, full-page, four-color advertisement, Fresno Ad Federation. Silver Addy Award, tradeshow exhibit, Fresno Ad Federation.

*Student, San José State University*  
Honorable Mention, ADAC (Art Directors and Artists Club) Envision 17  
Student Poster Competition.

