

DAVID K. CARROLL · david@flyingdogdesign.com | (808) 631-8015 | [linkedin.com/in/david-carroll-ba22957](https://www.linkedin.com/in/david-carroll-ba22957)

Creative Director, Designer, Illustrator and Project Manager with 30+ years of proven experience as a self-motivated problem solver and conceptual thinker with a critical eye and focused attention to detail. Recognized as a collaborative teammate, leader and mentor with strong interpersonal and communication skills.

- Advanced proficiency in Adobe Creative Suite: InDesign, Illustrator and Photoshop
- Expert understanding of color theory, typography, visual aesthetics, photography and printing
- Skilled execution of cross-media visual design systems for digital, print, packaging and web

CREATIVE DESIGN DIRECTION & MANAGEMENT · STRATEGIC PROBLEM-SOLVING & COMMUNICATION

PROFESSIONAL EXPERIENCE

FLYING DOG DESIGN · *Owner* | 05/95 - present

Creative graphic design and illustration for a diverse range of clients including: *Borders/Barnes&Noble, CNN, Coca-Cola, CRAFT (Top Chef, Tom Colicchio), Discovery Channel, La Jolla Playhouse, Maui Visitors & Convention Bureau, National Women's Law Center, Natural History Museum of Utah, NBA on TBS, Smithsonian Institution, Target, TNT, Triathlete Magazine, USPS.*

- Client relations and cultivation
- Account management (estimates, invoices and records)
- Project management through collaboration with writers, photographers and product marketing teams

PACIFIC WHALE FOUNDATION · *Creative Director* | Salt Lake City, UT / Wailuku, HI | 08/16 - 10/23

Creative design direction and management of visual communications. Concept generation, development and execution of design and marketing solutions in support and communication of mission-based campaigns, initiatives, products, programs and services for all U.S. and international operations. Maximization of impact for all marketing initiatives through close collaboration with departmental managers and stakeholders. Management and mentorship of full-time staff and contracted vendors.

- Drove visual communications strategy and marketing initiatives in partnership with Marketing & Outreach Director
- Led, managed, contributed to and provided creative direction and inspiration for execution of all print and digital marketing communication efforts in collaboration with internal teams and external agency partners
- Created and refined advanced design solutions and elements
- Created and maintained U.S. and international (Australia, Ecuador and Chile) brand identity guidelines and style guides
- Composed and edited written content to insure consistent brand voice and evolution of brand
- Maintained departmental project priorities, timelines, updates and internal milestones

WILLIAMS-SONOMA · *Senior Design Manager, Brand Packaging* | San Francisco, CA | 07/09 - 07/11

Creative design direction of specialty retail brand packaging solutions for an extensive range of both core and seasonal products: *Appliances | Bakeware/Cookware | Entertaining | Home Furnishings | Specialty Foods.*

- Conceptualized, executed and presented creative brand packaging solutions in fast-paced, high-pressure atmosphere
- Directed, mentored, and managed direct reports and external partners
- Increased studio efficiency by improving workflow delegation

WHOLE FOODS MARKET, PRIVATE LABEL · *Art Director, Creative Services* | Austin, TX | 06/05 - 06/09

Creative design direction for innovative Fortune 500 natural and organic foods retailer.

- Expanded core team of specialized members, resulting in increased capacity, unified goals and reduced external spending
- Conceptualized and executed creative brand packaging solutions across a broad range of product offerings
- Led the evolution of brand standards, and successfully refreshed a long-standing brand identity

EDUCATION

UNIVERSITY OF CINCINNATI · *B.S. Graphic Design* | Cincinnati, OH