

DAVID WATSON

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PROFILE

Creative Designer and Director with diverse experience in the conceptualization, design, production and delivery of a multitude of media and production formats including: graphic design, UI/UX design and prototyping for web and apps, interaction design, 3D visualization, photography, motion graphics, audio/video production, and the design of marketing and business environments (such as corporate business interiors, trade shows, etc). This includes marketing, branding, copywriting, strategy and planning through execution.

EXPERIENCE

2008 - Present Animas Creative Studio Principle, Creative Director

- Multimedia studio with a focus on web and app development, photography, audio/video production including 3D visualization and motion graphics, content writing and graphic design.
- Clients include Microsoft, Mozilla/Firefox, Docugami, PRR (HDOT, WDOT, City of Seattle, etc), P1 Technologies and more.
- Vendor for Microsoft since 2013 producing branding and marketing materials, development of UI/UX for various web properties, digital marketing assets like web banners and designing trade show environments and exhibits including production and logistics for a variety of teams.
- Working with a variety of startups to design and develop app prototypes including UI/UX, branding and marketing strategies and content across a variety of platforms.
- Managing a team of strategists and creatives to develop branding and marketing strategies for a variety of clients.

2010 - 2014 GoMotive Co-Founder, Chief Development Officer

- Development of a web and mobile based software system for the health care industry with initial focus on the rehab market.
- Designing and developing all UI/UX for the system, producing all image, audio and video based content.
- Project management for both local and off-shore development teams to develop, test, iterate and deploy.
- Management, design and production of all marketing materials.
- Company sold to a large Physical Therapy company who re-branded it as their own.

2001 - 2008 Essyx Creative Director

- Responsible for all aspects of design and production - working with clients and creative team to address marketing needs, develop design strategies, produce designs and artwork and produce deliverables within time and budget constraints.
- Designed a large portfolio of corporate environments - from branded interiors to trade show exhibits - and worked closely with fabrication teams to manage production through completion.

- Clients included Eastman Chemical Company, Siemens, Husqvarna, Bristol Motor Speedway, Edwards and Associates/Bell Helicopter, Appco and King/Pfizer Pharmaceuticals, Texas Pete's and more.

EDUCATION

2000-2003	Master of Science	Digital Media, East Tennessee State University
1994-1997	Bachelor of Arts	Philosophy and English, East Tennessee State University