



DAVID NEWMAN

CREATIVE DIRECTION | ART DIRECTION | DESIGN

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ABOUT ME

I'm a Seattle-based creative pro who knows how to think big, get scrappy, and rally teams around great ideas. I work at the intersection of brand, design, and organizational strategy; turning complex goals into clear, compelling creative. I lead with empathy, speak both executive and creative fluently, and never lose sight of the craft. Whether I'm guiding a team, shaping a brand, or rolling up my sleeves to design, I keep the work smart, true, and built to connect.

EDUCATION

Bachelor of Arts
University of Virginia
Charlottesville, VA

CONTACT

LOCATION

Seattle, Washington

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EXPERIENCE

2016 - 2025

Creative Director

Visit Seattle, Seattle, WA

- Led concept-to-execution creative direction for award-winning campaigns with partners including *The Atlantic*, *VICE*, *National Geographic*, and *CBS*, driving global awareness of Seattle's cultural and tourism brand.
- Oversaw multi-channel creative spanning digital, social, experiential, video, and large-scale events, ensuring brand consistency and storytelling impact across all touchpoints.
- Developed and maintained comprehensive brand systems, design guidelines, and visual toolkits that enabled quality, scalability, and alignment across in-house teams and external partners.
- Managed and mentored a team of designers and project coordinators while directing multiple external agencies, ensuring creative output met strategic goals, timelines, and quality standards.
- Integrated AI-powered tools into creative workflows, accelerating iteration, enhancing design precision, and optimizing production efficiency.
- Collaborated cross-functionally with marketing, sales, and production teams to deliver cohesive, high-impact customer experiences.

2008 - 2016

Senior Designer

Visit Seattle, Seattle, WA

- Designed and produced multi-channel marketing campaigns across digital, print, social, and environmental touchpoints, ensuring a consistent and compelling brand presence.
- Created high-impact visual assets for national and international tourism campaigns, driving increased engagement and visitation to the Seattle region.
- Collaborated with copywriters, photographers, videographers, and marketing teams to translate strategic objectives into visually resonant creative.
- Developed event and experiential design for major industry tradeshows, conferences, and tourism activations, enhancing brand visibility and audience engagement.
- Maintained and evolved brand guidelines to ensure design alignment across internal teams and external vendors.

2006 - 2008

Marketing Communications Manager

The Museum of Flight, Seattle WA

- Created visual campaigns to promote major exhibitions, public programs, and fundraising initiatives, increasing attendance and donor participation.
- Planned, purchased, and placed advertising across print, digital, outdoor, and broadcast channels, optimizing spend for maximum reach and impact.
- Wrote and produced radio scripts for broadcast, aligning messaging with broader marketing campaigns and institutional priorities.



SKILLS & EXPERTISE

Print Design	██████████
Web Design	██████████
Team Leadership	██████████
Brand/Identity	██████████
Generative AI	██████████
Photoshop	██████████
InDesign	██████████
Illustrator	██████████
Powerpoint	██████████
HTML/CSS	██████████
Wordpress	██████████
Premiere Pro	██████████
After Effects	██████████
Capcut	██████████
MS Office	██████████
Google Workspace	██████████
Monday.com, Asana, Trello, etc.	██████████

EXPERIENCE (CONTINUED)

- Collaborated with curators, educators, and leadership to translate complex aviation history and technical content into compelling, accessible communications.
- Managed production timelines, vendor relationships, and budgets to deliver high-quality creative on time and on budget.
- Designed, wrote for, and served as Editor of Aloft, The Museum of Flight's membership magazine, shaping stories and visuals that strengthened audience engagement and reinforced the museum's brand voice.

2000 - 2006 **Senior Graphic Designer/Creative Manager**
Maxon Furniture Inc., Kent, WA

- Served as the sole creative professional in the Marketing department following post-dot-com layoffs, taking on the full spectrum of brand and design responsibilities.
- Acted as primary creative liaison with the external agency during the company's rebrand to Maxon Furniture Inc., ensuring the new identity was consistently applied across all channels.
- Led the creative vision, design, and production of all marketing collateral, including full-line furniture catalogs, technical pricing books, and sales support materials.
- Managed national-level photo shoots with prominent photographers, directing composition and styling to showcase product quality and versatility.
- Coordinated with product managers, sales teams, and vendors to deliver high-quality assets on time and on budget.

1994 - 2000 **Graphic Designer / Accounting Manager**
Archie McPhee / Accoutrements, Seattle, WA

- Designed and produced novelty product packaging for standout items including Raven, the Nodding Goth Girl, Lucky Monkey, and the infamous Toe Hooks, ensuring visuals matched the brand's offbeat humor and appeal.
- Wrote playful, engaging product copy for Archie McPhee and Accoutrements online and print catalogs, blending wit with clear product storytelling.
- Designed layouts and visuals for product presentations, catalogs, and marketing materials that maintained the brand's distinctive voice.
- Managed all accounting functions, including accounts receivable, accounts payable, and month-end procedures, ensuring accuracy and compliance.
- Oversaw departmental budgets and personnel issues, serving as liaison between staff-level employees and senior leadership.

REFERENCES

Tom Norwalk
President & CEO (retired)
Visit Seattle
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Ali Daniels
Senior Vice President, Marketing
Seattle Kraken
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AWARDS

