

DAVID A. KLOTZ

Creative Director // Sr. Designer

EDUCATION

University of Houston Clear Lake
BFA in Applied Design & Visual Arts
Graduated 2004

University of Houston
08/2000 - 08/2003

AWARDS

SMPS DesignAwards

Best Design Award for a single marketing campaign

Peer's Choice Award

SKILLS

Advanced/Expert-level experience in brand development, governance, and management

Proficient in Adobe Creative Cloud, specifically InDesign, Illustrator, Photoshop and Acrobat

Proficient in general business tools such as MS Office 365 and Google Suite

Working knowledge of Wordpress back-end, Squarespace back-end, and HTML/CSS

Experience working in task management software such as Jira, Teamwork, and Asana

Expert Mac and PC User

Senior Graphic Designer // CITGO Petroleum via Aquent Talent Agency | July 2022 - Current

- Collaborate and communicate effectively with the Corporate Communications team to provide valuable solutions for client needs
- Research and experiment with methods of innovating and elevating the overall visual experience with corporate marketing materials in an effort to continually raise the bar of quality while staying within the company brand standards and client scope
- Consult and offer oversight in areas related to the design process from conceptualization to abstract design philosophy
- Streamline efficiency through managing, developing, and utilizing design assets and campaign visuals to identify repeatable processes and establish templated approaches to launching specific experiences that are accessible to the team for easy use and time-saving efforts
- Investigate and seek new knowledge and methods of execution of design by keeping up to date with the latest trending technology, software, and ever-shifting industry focus

Sr. Designer // Walter P Moore | August 2018 - May 2022

- Coordinated with an international company of engineers, architects, innovators, and creative people who solve some of the world's most complex structural and infrastructure challenges
- Collaborated with structural, diagnostics, civil, traffic, parking, transportation, enclosure, and construction engineering services across 23 U.S. offices and 6 international locations
- Developed templates for reports (both printed and electronic) with an eye for innovation in how to best show engineering solutions in an accessible way
- Created support graphics for project stories, and supporting presentation development for projects and pursuits
- Organized and managed project schedules and benchmarks for deliverables both individually and on/for the business development support team
- Worked closely with the Corporate Marketing Team to ensure consistency among materials with corporate branding and styles
- Innovated and elevated visual output by establishing methods of delivery that not only show the firm's technical prowess but also are accessible, usable, and sustainable
- Adapted workflow and processes during the pandemic while maintaining and often exceeding expectations and delivering projects ahead of scheduled due dates

Creative Director // Sr. Designer | Marketing Refresh | November 2015 - June 2018

- Served as the Creative Director and Sr. Designer on a diverse B2B marketing team
- Created and provided oversight and direction on a wide-range of project types including but not limited to websites, logos/branding, landing pages, email newsletters, social media content, digital one-pagers, brochures, business cards, stationery, case studies, trade show booths, product packaging, catalogs, video and various other visual projects
- Attended kickoff meetings with the client and account team to effectively communicate the overall visual direction for their projects, and helped define project budgets, time-lines and expectations
- Designed front-end lead generating websites aimed at helping clients grow their customers, and instituted a mobile-first design methodology to better serve the client's goals
- Helped grow the company's revenue through consistent and high-quality deliverables
- Worked with the SEO director, the content strategy director to implement these elements into the design for improved processes related to conceptualizing, creating and delivering finished projects
- Helped grow the company's revenue as well as managed a department of three people that resulted in expanding the office space into a creative studio which allowed for better solutions for clients
- Participated in creative brainstorming sessions and provided oversight related to the client's project scope
- Advocated for proper tools and software, handled administrative tasks such as contacting vendors, ordering services and managing outside print process (press checks, QA checks, etc.)
- Wrote blog posts about design and also appeared in company-produced educational videos

Sr. Designer // Marketing Specialist | RPS Klotz Associates | June 2012 - November 2015

- Served as Creative Director and Brand Manager for all creative/graphic marketing efforts
- Created and designed layouts for project award nominations/submissions
- Provided guidance on creative ways to market the brand to our clients and potential clients
- Supervised and directed the junior designer's efforts and projects

Sr. Designer // Manager | UTHealth Printing & Media Services | March 2007 - June 2012 Graphic & Web Designer // Texas A&M University at Galveston | April 2005 - March 2007 Owner // Designer | Davidaklotz.com | 2002 - Present