



David Hassmann
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PROFESSIONAL EXPERIENCE

David Hassmann Design · 9/2009-Present · *Freelance Creative Director/Senior Art Director/Senior Graphic Designer/ Web Designer/Copywriter*

Leveraged a wide range of skills to spearhead the development of various marketing assets, encompassing strategic planning, creative ideation, graphic design, copywriting, production, and execution for multiple branding initiatives, advertisements, billboards, infographics, way-finding systems, outdoor signage, packaging, websites and social media platforms. Maintained adherence to assigned production timelines and ensured compliance with creative standards.

CONTRACT CLIENTS

Song Writers Across Texas · 11/2023-Present · *Graphic Designer/Web Designer/Copywriter*

Used my skills as a graphic designer, web designer and copywriter to successfully design and launched multiple customized websites. Utilized Wix for template customization, implementing comprehensive keyword strategies, and seamlessly integrating affiliated brands. Proven ability to optimize content, include effective Calls to Action, and collaborate with client for revisions, ensuring client satisfaction and project success.

SAGU Marketing · 2018-Present · *Graphic Designer*

Led the development of creative assets for healthcare companies. This included overseeing projects related to social media, brochures, postcards, specification sheets, and outdoor media.

Food Group One · 2010-2023 · *Graphic Designer*

Took the lead in developing creative concepts, graphic design, and branding projects. This involved overseeing various initiatives such as logo design, website design, product labels, and packaging.

ISDG Inc. · 2010-2021 · *Creative Director*

Spearheaded all creative services, taking charge of marketing strategy, concept development, production, and implementation across all projects.

aMAEzing Marketing Group · 2012-2013 · *Graphic Designer*

Leveraged a versatile skill set to propel marketing assets, encompassing creative concepts, graphic design, production, and implementation for a wide range of projects. These projects included community outreach campaigns, billboards, social media outreach, brochures, and branding design.

INSIDE Publications · 8/2012-11/2012 · *Graphic Designer*

Created sophisticated magazine layouts for five publications, designed ad layouts for diverse industries featured in these publications, and developed company collateral and invitations for client and corporate events. The focus was on delivering high-quality and visually appealing designs.

HB/DC Marketing · 1/2012-3/2012 · *Graphic Designer*

Applied a diverse range of skills to lead marketing asset development, encompassing creative concepts, graphic design, production, and implementation across multiple projects. These projects encompassed brochures, direct mail campaigns, and logo design.

Schooley Media Venture · 10/2012-12/2012 · *Graphic Designer*

Created compelling ad layouts for a wide range of industries advertising in the Explore publication.

Creative Circle · 6/2021-9/2021 · *Graphic Designer (Contract)*

As part of the CBRE South-Central marketing team, I was responsible for producing a range of high-end materials. This included creating impressive presentations, detailed quarterly reports, captivating property fliers, comprehensive offering memorandums, visually appealing placemats, and enticing welcome packages.

"You should be proud of this one – it's very professional. Carly was very impressed this morning during her review." - Logan Reichle, First Vice President, CBRE Capital Markets



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Open Sky Media (*San Antonio Magazine, Austin Monthly, Austin Home, and Texas Music*) · 8/2013-9/2020 · **Production Manager/Graphic Designer**

As part of Open Sky Media, I held the responsibility of managing and designing all advertising materials for multiple publications and special editions. This included overseeing the creation of promotional materials for the sales team, such as ad promos, sales sheets, media kits, and web and social media outreach. Additionally, I designed special promotional pages for annual sections and proactively identified last-minute opportunities. I also developed promotional materials for upcoming marketing events, catering to both web and print collateral needs.

Creative Circle · 6/2018-9/2018 · **Graphic Designer (Contract)**

In my role, I managed and designed all way-finding signage for the San Antonio Zoo. This included developing effective and visually appealing signage solutions to guide visitors throughout the zoo, ensuring a seamless and enjoyable experience for guests.

Aha Communications · 4/2007-8/2009 · **Creative Director/Lead Designer**

During the start-up phase of the company, I employed a diverse skill set to propel all marketing aspects. This included taking charge of all creative services, encompassing strategy development, creative concept generation, graphic design, production, and implementation for various projects. My contributions were instrumental in fostering client loyalty and played a crucial role in achieving profitability within two years. This success enabled the company to expand its team by hiring an Account Coordinator and Graphic Designer.

ISDG Inc. · 2/2002-4/2007 · **Creative Director/Lead Designer**

Led the rebranding efforts of the company, transforming it from a production design firm into a comprehensive advertising agency. As part of this transition, I spearheaded all creative services, including marketing strategy development, concept generation, production, and implementation for all projects. Through the restructuring of the company's marketing message and creative services, I successfully elevated revenues, driving growth and expansion.

SicolaMartin (*a subsidiary of Young & Rubicam*) · 5/1998-10/2001 · **Senior Art Director**

As branding steward for a major technology brand, I collaborated with a diverse team of designers, art directors, writers, production managers, and graphic artists to develop creative concepts. I oversaw the coordination of supporting graphic elements, provided direction for photography and illustrations, and visually expressed concepts through layout designs. Leading the full project life cycle, I ensured adherence to production schedules, supervised work in progress, and maintained compliance with creative criteria, timelines, and budget.

COMPUTER COMPETENCIES (*Mac & PC platforms*)

Adobe Creative Suite, Spark, Figma, Canva, Word, Excel, PowerPoint, ChatGPT, Wix, WordPress, X Pro, Cornerstone, Slider Revolution, HTML, CSS and Google (Docs, Sheets and Slides)

RECENT AWARDS

Summit Awards, Best Website, Custom Builder: Todd Glowka Builder, Inc.
Texas Festivals and Events Association, Best Single Magazine Display Ad three years in a row, San Antonio Magazine

EDUCATION

Bachelor of Fine Arts in Communication Design, University of North Texas
Awarded Best Portfolio in Art Direction

PORTFOLIO

www.davidhassmann.com