

DAVID HASSMANN

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PROFESSIONAL SUMMARY

Dynamic and results-driven creative with over 25+ years of experience in creative direction, branding, and marketing campaign management. Proven track record of leading cross-functional teams to deliver innovative and impactful marketing solutions. Adept at leveraging a diverse skill set in graphic design, web design, copy writing, and prompt engineering to enhance brand visibility and drive client success. Recognized for strategic thinking and creativity, with a strong ability to meet deadlines and exceed expectations.

EXPERIENCE

David Hassmann Design

Creative Director/Web Designer/Content Creator/Prompt Engineer

September 2009 - Present

- Spearheaded development of marketing assets, including branding initiatives, advertisements, billboards, info graphics, way-finding systems, outdoor signage, packaging, websites, and prompt engineering and social media content.
- Managed strategic planning, creative ideation, graphic design, copy writing, production, and execution.
- Ensured adherence to production timelines and compliance with creative standards.

FREELANCE

SAGU Marketing

May 2018 - September 2022

Food Group One

March 2010 - October 2022

ISDG Inc.

September 2010 - February 2021

aMAEzing Marketing Group

November 2012 - December 2013

INSIDE Publications

August 2012 - November 2012

HB/DC Marketing

January 2012 - March 2012

Schooley Media Venture

October 2012 - December 2012

Song Writers Across Texas

Graphic Designer/Web Designer/Content Creator (Contract)

November 2023 - May 2025

- Successfully designed and launched multiple customized websites, optimizing content for SEO and client satisfaction.
- Created and managed digital content for websites and in-store TV screens across 19 bar locations.



CERTIFICATIONS

- CLAUDE 3.7 Certification
Coursiv, May 2025
- DALL-E Certification
Coursiv, April 2025
- MidJourney Certification
Coursiv, April 2025
- Jasper AI Certification
Coursiv, April 2025
- Chatgpt 4.0 Certification
Coursiv, March 2025
- Elevate Your Business
Branding with
Generative AI
*LinkedIn Learning
January 2025*
- WordPress 101
*WP 101
September 2023*
- Design Thinking: Customer
Experience
*LinkedIn Learning
August 2023*
- Adobe Dimensions
*LinkedIn Learning
August 2023*
- Prompt Engineering
for Generative AI
*LinkedIn Learning
August 2023*
- What Is Program
Management?
*LinkedIn Learning
August 2023*
- Graphic Design
Tips & Tricks
*LinkedIn Learning
February 2021*
- Marketing Foundations
*LinkedIn Learning
January 2021*

Creative Circle

Graphic Designer (Contract)

October 2024 - February 2025

- Designed comps for review, contributing to the ongoing development of the Golden Chick brand book.
- Focused on creating high-quality, visually engaging content and polished layouts aligned with brand standards.

Open Sky Media

Production Manager/Graphic Designer

August 2013 - September 2020

- Managed and designed advertising materials for multiple publications, overseeing promotional materials for sales and marketing events.

Creative Circle

Graphic Designer (Contract)

June 2021 - September 2021

- Produced high-end marketing materials for CBRE South-Central, including presentations, quarterly reports, property fliers, and welcome packages.
- Received positive feedback for professionalism and quality of work.

Creative Circle

Graphic Designer (Contract)

June 2018 - September 2018

- Managed and designed all wayfinding signage for the San Antonio Zoo, developing effective and visually engaging solutions that guided visitors seamlessly throughout the zoo and enhanced the overall guest experience

Aha Communications

Creative Director

April 2007 - August 2009

- Led all marketing aspects during the start-up phase, including strategy development, creative concept generation, and project implementation.
- Contributed to client loyalty and profitability, enabling team expansion.

ISDG Inc.

Creative Director

February 2002 - April 2007

- Led rebranding efforts, transforming the company into a comprehensive advertising agency.
- Spearheaded marketing strategy development and creative services, driving revenue growth.

SicolaMartin

Senior Art Director

May 1998 - October 2001

- Collaborated with a team to develop creative concepts for a major technology brand, overseeing graphic elements and project life cycles.
- Ensured adherence to production schedules, creative criteria, and budget compliance.

SKILLS

- Creative Direction
- Graphic Design
- Branding and Identity
- Marketing Strategy
- Social Media Marketing
- Project Management
- Client Collaboration
- Copy Writing
- Content Creation
- Adobe Creative Suite
- Canva
- Spark
- Figma
- Generative AI Prompting
- Website Design (Wix, WordPress)
- Microsoft Suite
- X Pro, Cornerstone
- Slider Revolution
- HTML
- CSS
- ChatGPT
- MidJourney
- Jasper AI
- DALL-E
- Claude 3.7
- Microsoft Designer
- Google Docs, Sheets and Slides

EDUCATION

Bachelor of Fine Arts in Communication Design, University of North Texas

- Awarded Best Portfolio in Art Direction

PORTFOLIO

www.davidhassmann.com/

LINKEDIN

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