

DAVID HASSMANN

CREATIVE DIRECTOR | SENIOR GRAPHIC DESIGNER | WEB DESIGNER | CONTENT CREATOR | AI PROMPT ENGINEER

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PROFESSIONAL SUMMARY

Creative Director and multidisciplinary designer with **25+ years of experience** in creative direction, art direction, branding, visual communications, graphic design, web design, content creation, copywriting, and marketing. Proven ability to develop creative concepts and transform complex business objectives into clear, engaging, audience-focused solutions across digital and print platforms. Experienced collaborating with agencies, businesses, startups, entertainment companies, publications, and organizations across diverse industries. Currently applying **generative AI and prompt engineering** to creative strategy, ideation, content development, visual exploration, and workflow optimization.

PROFESSIONAL EXPERIENCE

DAVID HASSMANN DESIGN

Creative Director / Web Designer / Content Creator / AI Prompt Engineer **September 2009 – Present**

- Lead creative direction, strategic planning, concept development, graphic design, copywriting, production, and execution for a diverse range of clients and marketing initiatives.
- Develop **brand identities, advertising campaigns, websites, digital content, social media assets, packaging, infographics, billboards, outdoor signage, and wayfinding systems.**
- Translate business goals, complex information, and client objectives into clear, purposeful, audience-focused creative solutions.
- Manage projects through the complete creative lifecycle, from initial concept and development through production and final delivery.
- Apply **generative AI and prompt engineering** to creative ideation, content development, visual exploration, research, problem-solving, and workflow efficiency.
- Collaborate directly with clients and stakeholders to define objectives, refine concepts, and deliver solutions aligned with brand and business goals.

Big Easy Entertainment

Graphic Designer / Web Designer / Content Creator — Contract **November 2023 – May 2025**

- Designed and launched customized websites with emphasis on **UX, content organization, SEO, visual design, and client satisfaction.**
- Created and managed digital content for websites and in-store television displays across **13 locations.**
- Developed visual and digital communications supporting ongoing brand awareness and marketing initiatives.

CREATIVE CIRCLE

Graphic Designer — Contract **October 2024 – February 2025**

- Designed creative comps and visual concepts contributing to development of the **Golden Chick brand book.**
- Produced polished layouts and brand-focused creative assets aligned with established visual standards and marketing objectives.

CORE SKILLS

Creative

- Creative Direction
- Art Direction
- Graphic Design
- Brand Development
- Visual Identity
- Concept Development
- Campaign Development
- Marketing Communications

Digital

- Web Design
- UI / Visual Design
- Digital Content
- Social Media Content
- SEO Content
- Website Development

Marketing

- Marketing Strategy
- Advertising
- Content Strategy
- Copywriting
- Client Relations
- Project Management
- Production Management

AI

- Prompt Engineering
- Generative AI
- AI-Assisted Creative Development
- AI Content Creation
- Creative Ideation
- AI Workflow Optimization

AI & PROFESSIONAL CERTIFICATIONS

AI / Generative AI

- ChatGPT Certification — *Coursiv, 2025*
- Claude Certification — *Coursiv, 2025*
- DALL-E Certification — *Coursiv, 2025*
- MidJourney Certification — *Coursiv, 2025*
- Jasper AI Certification — *Coursiv, 2025*
- Elevate Your Business Branding with Generative AI — *LinkedIn Learning, 2025*
- Prompt Engineering for Generative AI — *LinkedIn Learning, 2023*

CREATIVE CIRCLE

Graphic Designer — Contract

June 2021 – September 2021

- Designed high-end marketing communications for **CBRE South-Central**, including presentations, quarterly reports, property flyers, and welcome packages.
- Delivered polished visual communications while maintaining brand consistency, production quality, and project deadlines.

OPEN SKY MEDIA

Production Manager / Graphic Designer

August 2013 – September 2020

- Managed and designed advertising, promotional, and marketing materials for multiple publications.
- Coordinated creative production, schedules, and deliverables for sales and marketing initiatives.
- Maintained visual quality, brand consistency, and production requirements across multiple projects.

AHA COMMUNICATIONS

Creative Director

April 2007 – August 2009

- Directed marketing strategy, creative concept development, branding, and project implementation during the company's startup phase.
- Developed creative and marketing solutions that strengthened client relationships, supported profitability, and contributed to team growth.

ISDG INC.

Creative Director

February 2002 – April 2007

- Led a comprehensive company rebranding initiative that helped transform the organization into a full-service advertising agency.
- Directed marketing strategy, creative services, branding initiatives, and client-facing communications.
- Developed creative solutions supporting business development, revenue growth, and long-term client relationships.

SICOLAMARTIN

Senior Art Director

May 1998 – October 2001

- Collaborated with creative teams to develop integrated visual concepts and marketing communications for a major technology brand.
- Directed graphic development and project lifecycles while maintaining creative standards, schedules, and budgets.

ADDITIONAL FREELANCE EXPERIENCE

Graphic Designer / Creative Director — Freelance | 2010–2022

Provided graphic design, branding, marketing, advertising, and production services for **SAGU Marketing, Food Group One, ISDG Inc., aMAEzing Marketing Group, INSIDE Publications, HB/DC Marketing, and Schooley Media Venture.**

EDUCATION

Bachelor of Fine Arts in Communication Design

University of North Texas

Awarded Best Portfolio in Art Direction

PORTFOLIO

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Design / Web / Business

- WordPress 101 — WP 101, 2023
- Design Thinking: Customer Experience — *LinkedIn Learning*, 2023
- Adobe Dimensions — LinkedIn Learning, 2023
- What Is Program Management? — *LinkedIn Learning*, 2023
- Graphic Design Tips & Tricks — LinkedIn Learning, 2021
- Marketing Foundations — *LinkedIn Learning*, 2021

TECHNICAL SKILLS

Design & Creative

- Adobe Creative Suite
- Figma
- Canva
- Microsoft Designer
- Adobe Dimensions
- Spark

AI & Generative Tools

- ChatGPT
- Claude
- MidJourney
- DALL-E
- Jasper AI
- Generative AI
- Prompt Engineering

Web & Digital

- WordPress
- Wix
- HTML
- CSS
- Slider Revolution
- SEO
- Digital Content

Marketing & Productivity

- Microsoft Office
- Google Docs
- Google Sheets
- Google Slides