

# David S. Harris

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## DIGITAL DESIGNER • INTERACTIVE DESIGNER • MULTIMEDIA SPECIALIST

Goal oriented, pro-active and self-motivated professional with over 20 years of extensive experience in graphic design, branding industry and seamless execution with strong analytical skills and penchant for organizing disparate details into actionable plans. Managed new media production projects for over 40 companies. Demonstrated ability to work effectively within all levels of organizational hierarchy. Consistently achieve record-high customer satisfaction rankings, improvements to the bottom line and turnaround of underperforming operations. Enthusiastic commitment to customer service as a key driver of company goals. Maintains a high level of personal drive, confident nature and an aggressive attitude in achieving results.

### MASTERED TECHNOLOGIES

Adobe CC (Cloud versions - Photoshop, Illustrator, Dreamweaver, Fireworks, Flash, InDesign, Premiere);  
Microsoft Office Suite (Word, Excel, Outlook); Studio Pro (Video capture & editing); HTML, CSS;  
Working knowledge of JavaScript, CGI

### AREAS OF EXPERTISE

- |   |   |
|---|---|
| ✓ Customer Design Proposal                  | ✓ Strategic Planning                            |
| ✓ Web Site Design and Development           | ✓ Project Management                            |
| ✓ Branding and Illustration                 | ✓ Client Needs Analysis                         |
| ✓ Campaign Design and Development           | ✓ Able to multi-task in fast-paced environments |
| ✓ Networking and Relationship Building      | ✓ Problem Resolution and Decision Making        |
| ✓ Graphic Design                            | ✓ Team Building                                 |
| ✓ Articulate Oral and Written Communication | ✓ Client Relationship Management                |
| ✓ Training and Development                  | ✓ Productivity Improvement                      |
| ✓ Staff Management                          | ✓ Budgeting                                     |

### PROFESSIONAL EXPERIENCE

#### ALPHA DOG INCORPORATED : DELAWARE, OHIO

1994-PRESENT

*A full-service marketing agency specializing in interactive media design and presentation for both B2B commercial and non-profit market sectors.*

*Owner/Operator/Freelancer*

*1994-Present*

Accountable for account management, staff management, design direction, branding development and campaign activity.

### MAJOR CONTRIBUTIONS

- Completely re-branded the ACPA, a \$3 million non-profit organization
  - Package included a new web site, logo update, marketing brochures and fliers, new catalog and many other sales related materials
  - Developed design studio and established internal corporate design standards
- Redesigned a web site for KEWAPA resulting in an increase in internet sales from \$0 to over \$13,000 in the first few months
- Implemented an online estimate request process to assist Feazel Roofing in handling the overwhelming amount of call-ins after a hurricane force wind storm blew through the community
  - Significant saving of time and money at Feazel as the design helped to divert the clogged requests in a systematic manner
  - Optimized the web site for Feazel Roofing during the build process so that no further budget was required to promote the pages to search engines
- Redesigned web site and product catalog for TNT Equipment leading to more used equipment sales
- Working with many mid to large size companies across the country in many different industries
- Served as the “design department” for a regional ad agency for 5+ years
- Efficiently managed a staff of 12 employees
- Provided award-winning new media, web site and traditional design and illustration services to the B2B market

**METATEC CORPORATION : DUBLIN OHIO****1991-1994**

*A CD ROM manufacturing facility who spun off a software services group, leading to the publication of the first interactive, monthly periodical distributed on CD-ROM media*

**Lead Interface Designer****1991-1994**

Responsible for managing staff and production cycle in the design, layout and publication of the monthly periodical, *NautilusCD*.

**MAJOR CONTRIBUTIONS**

- Developed design standards and processes to streamline the monthly production schedule
- Implemented a design process that allowed for a single production cycle that would then be parsed to distribution on 2 different computer platforms (Windows and Mac) which resulted in huge savings by streamlining the publishing process.
- Managed the production of two different deliverables in one production cycle each month
- Worked closely with the software development group to achieve a very efficient publishing model that was later utilized by another company in producing their own publication, *CompuServeCD*
- Directed a staff of 5 associates

**PRIOR EXPERIENCE**

Continental Cablevision Advertising  
**Account Rep/TV Producer**

**1989-1991****EDUCATION**

**B.S. BUSINESS ADMINISTRATION - MARKETING:** Bowling Green State University: 1988

**AWARDS & HONORS**

WINNER OF THE 1996 AMERICAN GRAPHIC DESIGN AWARD FOR CD-ROM GAME  
WINNER OF THE 1998 AMERICAN GRAPHIC DESIGN AWARD FOR CORPORATE WEB SITE DESIGN  
PRODUCED, DESIGNED/PROGRAMMED OVER **22 CD-ROM TITLES** FOR EDUCATION, CORPORATE MARKETING,  
ENTERTAINMENT AND TRAINING PROJECTS

PRODUCED, DESIGNED/PROGRAMMED OVER **75 WEB SITES** FOR COMPANIES IN THE CORPORATE, NON-PROFIT,  
GOVERNMENT, SERVICE, WHOLESALE AND RETAIL INDUSTRIES