DAVIDWANLESS

Marketing • Branding | UI UX

I love to create... this has always been the simple philosophy behind my entire career. 10 years ago I started out as a graphic designer, and since that moment I've focused in on what has become the fundamental goal of all my work.

[I create things for people]

Great design is just that, great design. Great marketing, branding or UX however are things that need a whole different approach. They need research, strategy and creativity. Which is where I shine. Everything I do is about communicating the right message, to the right people, at the right time. With experience in a multitude of fields including advertising, branding, app development and content strategy, I have the skills and resources to accomplish any goal.

[] I was born and raised in North East England

[] My 2 year old son is the coolest person I know

[] Chocolate, meat and potatoes make up my food pyramid

[] iDon't like iPhones

[] iDo like Macs

[] My cars, computers and phones get modified instantly

[] At any given moment there's something slightly wrong with my car, computer and/or phone

[] My 2 year old son is also the most exhausting person I know

[] Seriously he never stops

[] Like right now he's climbing on his dresser and pulling down all the photos... brb

[Marketing & Branding]

This is the area that I have the most experience. Working for many years as a designer I can create just about anything. Not only does that give me knowledge in what CAN be done, but it has established a solid foundation to develop new ideas on what SHOULD be done. Branding new companies, rebranding existing companies, creating marketing strategies and idea building are the areas where I thrive the most.

I have a genuine passion for marketing and branding. Nothing excites me more than leading a team to create something that not only connects a brand or product to their target audience, but let's that audience appreciate the message.

[the focus of any business in 2015 should not be selling products, but earning customers. developing relationships and creating a great experience are vital.]

[UX UI]

User experience and user interface design is something I've developed over the last couple of years. Not only in learning the necessary skills, but also real world execution. I have 2 years of experience in full product development including vital research, platform testing, wireframes, mockups and usability flow charts. With the user at the center of my goals my intention is to always make products that are simple, intuitive and appealing.

Like everything else I do, how real people interact with these products is the primary focus of my creative process.

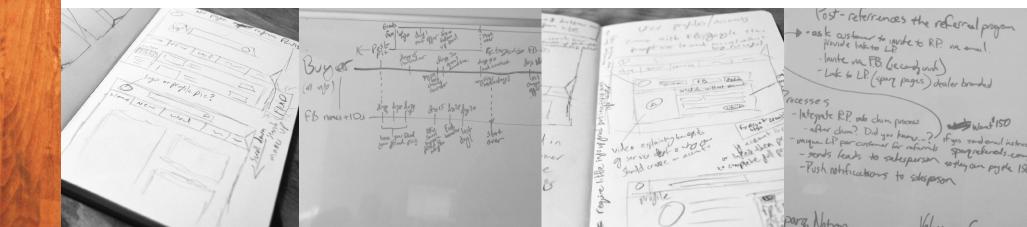
[remove all distractions and define what your product is at it's very core]

[Set a foundation for creativity]

For me every project begins in the same place... Research and Planning. No matter how great an idea may be, unless it is supported with a foundation of research, strategy and clear objectives, odds are it is not going to do well.

Once goals have been established, that's when the ideas begin to flow! Collaborating with other team members, or just chilling on the couch by myself I will look at whatever the project is and throw everything I have at it. No matter how ridiculous an idea seems, it's worth exploring.

Managing my employees, I've always given them the same instructions "think as far outside the box as possible, then dial it back in." To me this is the most effective way to creatively tackle projects and problems. Creating amazing ideas, then looking at them critically, fine tuning until you get an end product that makes the biggest impact.



[Branding]

RESEARCH

analytics history surveys focus groups

PLAN

goals objectives strategy

ESTABLISH

naming message personality assets

AMPLIFY

marketing communication events digital presence

[Marketing]

RESEARCH

analytics competitors audience product

PLAN

goals objectives strategy delivery channels

DELIVER

asset creation scheduling execution

EVALUATE

analytics impact audience response sales

[UX]

DISCOVERY

assumptions market research user analysis/personas statement analysis

ORGANIZATION

requirements KPIs timeline workflow

IDEATION

features wireframes usability testing

DESIGN

mood boards UI styleguides prototypes

VALIDATION

surveys feedback

ITERATION

A/B testing analytics modifications

[Creative]

- 10+ Years experience with traditional, digital and social marketing
- In depth art, copy and creative direction
- Fully understand every aspect of the creative process
- Love to direct brand, marketing and content strategies
- Creation of amazing artwork at amazing speeds
- Sketching, mockups, wireframes and final design creation
- Agile development and rapid execution
- Expert in typography, layout and visual communication
- The numbers matter I can make sense of research, testing and analytics data

Full portfolio: davidwanless.com



[Management]

- Manage teams of 20+ employees across multiple departments and locations
- People matter to me! I'm happy to train new or seasoned employees
- Provide the tools and support for employees to improve
- If circumstances change, I can easily adapt
- Posses the insight and humility to know when I should use the skills of others
- Emphasize collaboration and teamwork
- My English accent helps with communication, that aside though I'm still great at working with clients. I want to do what's right for them, even if that means a difficult conversation



[Technical]

- Just about everything Adobe Photoshop, Illustrator, Indesign etc.
- Lots of random software and platforms Quark, Github, Django, Wordpress
- Fully at home with HTML/CSS, getting the hang of Javascript
- I'm a giant nerd, so I can learn pretty much anything in a short time frame
- I can fix both Mac and PC when they inevitably stop working



[Moore & Scarry Advertising / Haystak Digital Marketing / SPARQ] Art Director • 2013 - Present

- Manage staff of art team and SPARQ content team in multiple locations
- Oversee creative direction of all print and digital products
- Identify and develop traditional and digital marketing opportunities
- Plan and execute marketing, branding and content strategies for all clients
- Establish and maintain brand of both the agency and startups
- Provide business strategy recommendations for agency and startups
- Give agency-wide training on creative methods, digital products and marketing trends
- Ongoing UX/UI research & development for SPARQ platform

[Moore & Scarry Advertising] Senior Graphic Artist • 2010 - 2013

- Concept and create client branding and ad campaigns
- Sketch and create various materials including: Print ads, logos, billboards, direct mail, website wireframes, digital mockups and video graphics
- Establish and maintain agency's digital presence through various channels
- Design and build web properties including agency and client websites

[The News-Press / Gannet] Graphic Designer • 2004 - 2010

- Design advertising materials for newspaper, magazine and digital products
- Proofread all work and implement new work flow procedures
- Create and manage editorial and ad content of several publications including content layout and prepress

[Lake County Leader] Graphic Designer • 2003 - 2004

- Design advertising materials for newspaper, magazine and digital products
- Work with account reps. to discuss and thumbnail client needs
- Establish new publication branding and materials



[References] Ed Kiesel - Creative Director 239.634.8320

Eli Silva - Senior UX Designer 239.297.6200

Matt Gil - Copy Director 813.748.5146

[Education] Southwest Florida College Associates Degree in Graphic Design

[get in touch]

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