

LISA J DAVID	design consultant
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## Biography

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Lisa David has been a professional designer for over 17 years and has experience in many areas of the design industry.

She provides design consultation, creative direction and design done by project or contract, on site or remotely.

With a background which includes several years in the retail and merchandising industry as well as a degree in art history, she chose to combine her interests and work within the museum exhibition design, publishing, and corporate identity fields, covering a wide range of media and applications in various areas, both nationally and worldwide. She specialises in applying graphic systems to three-dimensional environments and has the ability to create concepts and brands from scratch or to take existing brands and apply them to new applications. Most importantly, she insures consistent and eye-catching application of branding concepts over all relevant media.

She has a great deal of experience with writing, organising, conceptualising, and creating visual hierarchies for a variety of museums and corporations, including the American Museum of Natural History/Rose Center for Earth and Space, the Country Music Hall of Fame, the United States Constitution Museum, the United Nations, Pfizer Pharmaceuticals, Visa, and Thames Water.

While working as a design director for Landor Associates, besides creating branding concepts for major corporations, she also worked with a studio of 40 designers, created and managed budgets and implementation schedules for global branding projects, and led several teams on different projects simultaneously, as well as presenting concepts to clients and liaising with producers and vendors.

She has an extensive knowledge of Denmark and Scandinavia, Italy, and the United States, speaks good Danish and Italian and has lived and worked in Italy, New York City, and currently in London, England.

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Principal, Lisa David Design, London 15 years

Design, creative-direct, art-direct, manage and produce multiple media projects for corporate identity, exhibitions, advertising, annual reports, product manuals, and book and catalog design. Work independently and with many international clients such as Interbrand, Futurebrand, Anova books, Quarto Publishing.

Design consultation, creative direction and design done by project or contract, on site or remotely.

Design Director, Landor Associates, London 1.5 years

Conceptualise, direct, and fully implement comprehensive design and branding solutions for global corporations in many disciplines. Run multiple projects simultaneously. Structure, direct and manage design teams. Create and manage budgets. Write design proposals. Present ideas to CEOs and other senior level clients. Extensive global travel, both to liaise with clients and monitor production processes. Develop and implement ideas for studio improvement. Interview and hire design staff. Work with global partners and committees. Use foreign language skills on a regular basis. Hands on involvement with all levels of design and implementation process.

Clients include Thames Water, DeBeers, Athens Olympics, Visa International, Belgacom, Nordea

Design Director, Hixon Design Consultants, New York 2.5 years

Conceptualise and direct graphic concepts for environmental and print media clients. Consult with clients on brand identity development and translation of corporate brand identity into environmental design schemes. Manage execution of environmental branding projects from design concept and vendor selection through completed physical renovation.

As a senior designer: design, art direct, manage and produce all varieties of design projects, including print work, book design, industrial design, exhibition design, product and packaging design, and corporate identity.

Clients include Pfizer, United Nations, WHO, Amtrak, AT&T, Lucent, Ernst & Young

Senior Designer, Ralph Appelbaum Associates, New York 2.5 years

Design visual hierarchy for museum exhibit content to maximize viewer accessibility and visual appeal. Manage all aspects of design projects, including proposals, supply line management, organisation of design systems, and supervision of production personnel. Work in conjunction with architects, industrial designers and production companies.

Clients include American Museum of Natural History/Rose Center for Earth and Space, James Madison Museum in Montpelier, Country Music Hall of Fame, National Constitution Center

Designer, Wajskol Assoc, Zeletin Design, New York 2 years

Participate in all aspects of design process from conceptualisation through implementation for exhibition design, signage, brochures, posters, and corporate identity programs.

Clients included museums, art societies, educational institutions and business organizations

Parsons School of Design, New York 1994

Associates Degree in Communication Design, graduated with high honors

Rutgers University, Rutgers College, New Jersey 1988

Bachelor of Arts in Art History

University of Urbino, Italy 1988/1990

Intensive study in Italian Renaissance art and Italian language

**Skills** InDesign, Quark, Photoshop, Illustrator, Word, Powerpoint, Excel

**Awards** Communication Arts Design Annual, Applied Arts Annual

**Languages** Fluency in English, good Italian and Danish

EXPERIENCE

EDUCATION