

## David Cenko

Web Design + Art Direction

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### Overview

- Dedicated Senior Web Designer/Art Director with 19 years experience in both online and offline marketing, branding and advertising
- Passion for the craft – including mentoring younger designers, as well as learning from them
- Desire to continue growth as a leader
- Scalable - no project or team is too big or too small
- Motivated team player with strong leadership and interpersonal skills
- Exceptionally creative with solid problem-solving abilities
- Diligent multitasker focused on client's needs
- Optimistic, accurate and efficient

### Recent Work Experience

#### **Stellar Agency | Senior Web Designer | Torrance | February 2017 - Current**

- Created social, mobile and digital solutions for: **Hewlett Packard Enterprise, Powerball, LA Works, Cadence Organization Design, Gemalto, Level 5**
- Redesigned and relaunched Powerball.com – making it more robust, while making it more efficient for the user
- Seamlessly handled multiple clients, projects and media while maintaining a positive attitude in a fast-paced environment
- Proactively took charge of all projects to maintain tight deadlines – owned the project from concept to development
- Facilitated client training for content management systems

#### **Merkle/New Control | Senior Art Supervisor | Chicago | October 2014 - December 2015**

- Created social, mobile and digital solutions for: **Sony, PlayStation, Chase Bank, National Geographic, Budget Rent-A-Car, and Constellation Energy**
- Adapted to the ever changing needs of the clients – learned as needed and instructed staff on those developments
- Praised for exceptionally quick design skills, which allows time for exploration of multiple ideas and directions, and never at a sacrifice of quality
- Solution minded – didn't dwell on a problem, instead sought a way to solve it effectively – which allowed for quick turnaround on stakeholder feedback
- Gained leadership skills by working closely with managers and directors
- Created custom content for multiple national markets and various end users

#### **simplehuman | Senior Web Designer | Torrance | February 2013 - May 2014**

- Redeveloped and designed the entire online store checkout process
- Collaborated with UX, development and account teams in the U.S. and U.K. to develop a seamless international brand look and Content Management System structure
- Initiated the development of simplehuman.com web comps and weekly email communications tailored specifically for the mobile platform
- Maintained, designed and updated U.S. and U.K. site assets, to stay current with new products and promotions

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## Recent Work Experience (continued)

### Kaiser Permanente | Senior Web Designer | Pasadena | July 2011 - July 2012

- Created detailed web comps based off of UX wireframes, while using research information to enhance the total user experience
- Worked in tandem with IT, CMS Developers, UX, Editors and Researchers in order to fulfill all business requirements and to provide solid solutions to problems
- Preserved brand integrity by producing styleguides for all stages of the creative process

### Level Studios/Rosetta | Senior Web Designer | Los Angeles | Feb 2011 - May 2011

- Specialized in interface design and the digital user experience on the BlackBerry account
- Conceptualized and executed design comps from ideation to production
- Aligned current and emerging trends in mobile and social media
- Responsible for creating cross-platform interface design and incorporating design methodologies into the creative execution

### AlphaZeta | Senior Art Director | Chicago | May 2008 - Dec 2010

- Designed successful online identities for: Motorola, Aon, Gold Coast Tickets, Grainger, ITT Technical Institute
- Won 2 Chicago Interactive Marketing Association awards for the redesigned GoldCoastTickets.com – “Best B2C Website” and “Best Overall Website”
- Successfully lead the redesign and launch of Motorola’s online store

### Freelance | Senior Art Director | Los Angeles/Chicago | Dec 2000 - Current

- Created successful marketing tools for: CBS/Paramount, Samsung, Crate&Barrel, OnStar, KitchenAid, AXE Body Spray
- Built a base of loyal clients by developing supportive, trusting relationships
- Helped win five CADM awards for design of the KitchenAid website
- Provided top-quality client service by consistently delivering thoroughly researched solutions

### Digitas | Art Director | Chicago | April 2007 - May 2008

- Designed successful online marketing tools for: General Motors, Miller Beer, Nokia
- Maintained workflow while managing interaction between studio and directors
- Presented and successfully sold large marketing campaigns to clients

### TransUnion/Douglas-Danielle | Art Director | Chicago | Feb 2006 - April 2007

- Designed successful direct marketing tools for: 5/3 Bank, TransUnion, Bank of America
- Worked with Account and Creative Directors to develop marketing strategies
- Organized and facilitated brainstorming sessions to enhance creative concepts

### Torre Lazur McCann | Graphic Designer | Chicago | Oct 2002 - Dec 2004

- Helped mold the corporate identities of: DEPAKOTE, HUMIRA, KALETRA
- Conducted vendor coordination, presentations and provided training to staff

## Computer experience

Mac OS X designer: Extremely efficient and proficient in Adobe Illustrator, Photoshop, InDesign and Acrobat. Working knowledge of Adobe Flash and Apple’s Keynote.

## Education

Ball State University | Bachelor of Science | Advertising/Journalism | Dec 1997

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## References

**Jane Oh** | Senior Project Manager | Stellar Agency  
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**Amy Schaefer** | Senior Account Executive | Merkle/New Control  
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**Stephen Schmidt** | Director of eCommerce | AlphaZeta  
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**Katie Sekera** | Creative Director | Merkle/New Control  
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