

David G. Haight | Resume | Objective

Collaboration | Concept | Execution | Results

Seeking creative projects that utilize my talent and skills to directly impact the success of your organization.



Skills

Client Collaboration | The ability to identify and communicate the larger view and its influence on the work.

Concept & Implementation | Making it happen, with speed and quality as essential elements.

Direction & Creation | The ability to guide others, or act as part of a team with hands-on responsibilities.

Knowledge & Attitude | Analog/digital cross platform experience with all the major software: Photoshop, Illustrator, Director, Flash, Go-Live, Dreamweaver, Quark Xpress and more.

Extensive print, advertising, packaging and collateral design as well as production and project management. Also skilled at web site and Interface design, web prototyping and coding, including javascript as well as Director & Flash animation/presentation, exhibit design.

Webmaster/creator of LeadingWay, Bright Now! Dental, and Camp Bow Wow Corporate web sites.

And yes, I can actually draw, paint and illustrate with "traditional" media.

Personal

Education | B. F. A. Packaging/Graphic Design, Art Center College of Design, Pasadena, CA
Awarded with honors.

A. A. Advertising Design, Fullerton Jr. College

Veteran, U.S. Army: NCO Artillery, Honorable Discharge

Other Interests | Painting, drawing, photography, restoration of vintage English Minis. Currently design, write and maintain a vintage automotive related web site: www.moala.org.



David G. Haight | Resume | Work Experience

Principal | David Haight Creative Services

2004-Present Designer/Art Director /Webmaster of corporate communications, advertising, and marketing for a variety of clients including: Camp Bow Wow.com and Bright Now! Dental HR communications.

Corporate Art Director/Webmaster | Bright Now! Dental, Inc.

2002 - 2004 Designer and webmaster of corporate website and Intranet. Responsible for the design and production of corporate communications, advertising, and direct marketing efforts for 275 dental offices in 19 states nationwide. Streamlined production techniques to reduce project turnaround times by 50%.

Design Director | LeadingWay Corporation

1995 - 2002 Responsible for all facets of corporate communication: corporate image and literature, trade show implementation and presentation, advertising, and direct marketing efforts. Provides creative direction for thematic CBT metaphor and interface development as well as the creation of custom imagery and web site prototyping and development. Designer and webmaster of corporate website.

Creative Director | The Dublin Group / The TechniGroup

1991-1994 Responsible for providing complete programs for corporate communications and product support information. Worked for major, as well as small start-up companies, such as; ROLM, Hewlett Packard, Novell, Matson Navigation, and California State Automobile Association - developed full-color brochures, software packaging, change management communication programs and a wide variety of product support material.

Creative Director | Access Advertising Communications

1989 -1990 Helped to reposition the firm's major client with a series of innovative direct mail campaigns, tradeshow promotions, and product introductions. The company was one of the first to capitalize on the emerging new technologies within the advertising industry.

Owner/Principal | Haight & Haight Communicating Arts

1976 -1988 Ran a design office that provided advertising agency support. Produced advertising, collateral, package design, and ID programs for a wide range of clients. Experience involved high-tech, medical and electronics, in addition to commercial and residential real estate and financial services.

Senior Designer | Finlay, Kaiser & Ballard

1975 -1976 Specialized in Annual Report and corporate capabilities. Account experience with Coca-Cola, Bekins, MCA, Petrolane, Whittaker Corporation and many more. Supervised a staff of four that produced over 35 annual reports a year.

References on request

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