



David Sams
Art Director
619.981.4284

My journey in design has been marked by creativity, innovation, and a relentless pursuit of excellence. I look forward to the opportunity to bring my unique blend of skills, experience, and passion to contribute to new and exciting creative endeavors.

Experienced Creative Leader

In the world of design, my strengths lie in conceptualization, art direction, and collaboration. With nearly three decades of experience spanning both digital and print formats, I've honed my expertise not only in the creative aspects but also in operations and management. My journey in design has been infused with the essence of fine art, and my forte lies in comprehending the significance of order, technology, and the profound psychology that underpins outstanding design.

Skilled in diverse creative and productivity software (Adobe, Apple, Google, Microsoft). Art direction expertise for branding and visual aesthetics. Proficient in budgeting, fostering client relations, and delivering innovative solutions. Comprehensive skill set in content development, design, and detail-oriented work. Strong project management and marketing abilities, excelling in crafting compelling presentations. My motto is, less is more.

2024

Good Growth Capital

Art Direction and Brand Management

Standardized materials for an annual meeting including several deck based presentations, signage and other event collateral. Also designed a series of LinkedIn ads that could be easily modulated to present new information in a template based design. Completed several new logo explorations as well as new corporate email signature system.

2023

David Bryan Couture

Fashion Design and Marketing

Developed a line of womens shoes and bags based on the concept of vintage vegas: strong lines, timeless allure and the feminine power. <https://www.davidbryancouture.com>

2018 - Present

Professional Freelance

Creative Consulting

Art Direction, Design, Photography, and Digital Visual Production, with a strong focus on Creative Craftsmanship. Collaborated with a broad and varied clientele, overseeing the concept, design, and execution of a wide range of projects, spanning print, interactive media, video, photography, and art installations within retail spaces. Proficient in client coordination, account management, and supervision of freelance creative teams. Worked within a versatile studio environment encompassing event lighting, image editing, logo design, and footwear design, among other diverse tasks.

2004 - 2017

Apple Inc.

Content Design and Operations

Led several creative teams at Apple Inc. in the iTunes and later Apple Music design groups, in both creative and operational capacities. Some of the many successes found in Cupertino included but were not limited to; leading a team of over 40 designers in weekly production of thousands of pieces of cross media content art to support the iTunes Store. Building and refining new processes and technologies to further support more work with the same or less amount of people. Providing art direction for several brands that came online in both the iTunes and Apple Music products. Creative support for internal digital marketing initiatives cross media. Operational processes and tool development of creative teams via internal documentation. Managed budgeting as well as recruiting and on boarding for vendors, agencies and contractors.

1993-1998

Otis College of Art and Design

BFA - Communication Design

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