



David Goncalves

Creative Solutionist/ Art Director

www.graciousdave.com
LinkedIn - David Goncalves

david@graciousdave.com

Skills & Knowledge

Photoshop	●	●	●	●	●
Illustrator	●	●	●	●	●
InDesign	●	●	●	●	○
Dreamweaver	●	●	●	○	○
Flash	●	●	●	●	○
Wordpress	●	●	●	●	○
Illustration	●	●	●	●	●
Photography	●	●	●	●	●
Typography	●	●	●	●	●
Photo-manipulation	●	●	●	●	●

Hobbies & Interests



Experience

Stanford *Palo Alto, SF - 2017*

Visualization Contractor for **PowerNet** a project based and funded out of Stanford University with focus on building a clean, reliable and affordable electricity future. Created the logo and developed animations in HTML5 for web integration to translate data into a visual presentation.

Wasserman *New York, NY - 2017*

Interactive designer/producer Contractor for a NFL and DirecTV campaign featuring Peyton Manning. Created animated, interactive and expandable HTML5 banners.

CrossFit Tartarus *Coral Gables, FL - 2015-2017*

As the **founder** and **owner** of CrossFit Tartarus I created a business and a brand. Developed the logo and all collateral material such as the website, business card and visual identity for T-shirts which highlighted the unique name, image and were an effective tool to promote the business by driving people to the location. Generated a base of organic social media followers on Facebook and Instagram by creating exclusive, engaging and relevant subjects.

Managed and trained staff and organized regular community events.

HH Advertising *North Miami Beach, FL - 2014-2015*

Sr. Interactive Art Director. At HH Advertising I was creating digital and interactive content such as a proposal for an interactive iPad magazine for Sandals Resorts. This project was created using InDesign and focused on user experience and responsive designs.

Equally important I worked with print where I was able to showcase my creative and Photoshop skills for a junior page print ad. I created an exciting graphic to promote one of Sandals Beach Resorts giant water slides. The slide used on the print was created entirely in Photoshop.

Young & Rubicam *Miami, FL - 2010-2014*

Worked as one of two **Interactive Designers** to fulfill nearly 300 animated web banner ads weekly for Dell Computers South American market in Brazil. These banners were created and resized to satisfy the different media buys. The creative was focused on the featuring the different laptops and desktops features and specifications.

Using this set of skills I was able to work on other accounts such as Wendy's, Hershey's and FedEx to help create animated and interactive banners.

Education

Miami Ad School *Art Direction Program* – Jan. 2007-Dec. 2008

UNESA - Brazil - Graphic Design – Jan. 2004-Dec. 2005

Languages

English



Portuguese



Spanish



French

