

David Angerer

DIGITAL CREATIVE DIRECTOR +
INTERACTION DESIGNER

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CORE COMPETENCIES

Creative Direction. Hands-on creative leader with 10+ years of experience defining and designing exceptional brand experiences in the digital channel. Proven ability to produce on-brand, on-assignment, on-budget work under tight deadlines. Excellent presentation skills and a knowledgeable, persuasive voice in client presentations and pitches.

Digital Strategy. Extensive experience in planning, developing and evolving digital strategies that support business objectives. Adept problem solver with expertise to bridge the gap between stakeholder goals, creative vision, user experience and solution development to deliver digital products that consistently exceed expectations.

EXPERIENCE

Manifest Digital

Digital Creative Director 2010-2013

Directed all phases of creative work from ideation and concept development through production. Led major web and social platform initiatives for Post Foods, Nestlé-Purina, Wells Fargo Advisors, Sigma-Aldrich and Scottrade. Managed and mentored team of ACDs, ADs and writers. Heavily involved in new business efforts, winning new work both through new client RFPs and proactive pitches to existing clients.

- *Recognition included 2013 ADDY Certificates of Excellence for two entries in Responsive Design category*

TBWA\Integer

Digital Art Director 2010

Lead creative on digital work for Pella, OnMedia and Iowa Lottery. Responsible for concept development, wireframing and prototyping, branding and identity work and UI design. Developed classes to increase digital design skills in other ADs and designers.

Build-A-Bear Workshop

Interactive Director 2008-2010

Led cross-functional 12-member Interactive team, providing creative direction and experience design for company's e-commerce websites and a popular children's virtual world. Implemented a user-centered design process incorporating both qualitative and quantitative user research. Worked closely with executive team to articulate and execute brand's online strategy.

- *Recognition included 2008 and 2009 BizRate Platinum Circle of Excellence, WiredKids Best of Web and iParenting Media Award*

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EXPERIENCE, CONTINUED

Panera Bread

Web Initiatives Manager 2002-2008

Provided art direction and production support for company's websites, online advertising, email marketing and other digital touchpoints. Worked closely with marketing leadership to articulate and execute brand's online marketing strategy. Led award-winning redesign of company's website. Designed, developed and implemented template system for franchisee websites, achieving greater consistency in brand's online presence.

- *Recognition included CommArts/Design Interact Site of the Week*

Webmaster 2000-2002

Managed all aspects of company's public website and its franchisee communications portal, including visual design and front-end development.

Communications Coordinator 1999-2000

Devised strategy to improve reporting, data sharing and operational communications with franchisees. Designed and developed company's first franchisee communications portal. Designed in-store POP materials to support product tests.

SKILLS + EXPERTISE

User-Centered Design
Interaction Design
Responsive Design
Social Platform App Design
Branding + Identity
Wireframing + Prototyping
Concept Development
Typography
Presentation Design

Photoshoot Direction
Online Gaming
E-Commerce
Adobe Creative Suite
Keynote
OmniGraffle
HTML5, CSS3
Javascript, jQuery
Project Management

EDUCATION

Truman State University

BS, Biology

REFERENCES

Available upon request.