

# David Ponzo

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Portfolio: davidponzo.com

## Profile

I am a highly skilled, positively driven and versatile London based Senior Graphic Designer. With over twenty years of experience across print and digital media, I provide positive, innovative and effective creative support for corporate design, marketing, branding and advertising. I am passionate about design and my goal is to make a difference becoming an essential asset for a worthwhile organisation.

## Software Skills

- Full Adobe suite CC2018: Photoshop, Illustrator, InDesign, Premiere, After Effects, Audition
- 3D: Autodesk Maya, Maxon Cinema 4D
- HTML5, CSS3
- PHP, Javascript, Actionsript (Working knowledge)
- SEO (Good knowledge)
- MS Office, Keynote, Pages
- CMS: DNN, Wordpress, Woocommerce

## Personal Skills

- Effectively communicate with in a team and with management at all levels
- Knowledge of corporate branding, print design and multi-media applications
- Proficiency utilising full Adobe Creative Suite
- Ability to supervise others
- Ability to anticipate, identify and troubleshoot problems
- Ability to provide excellent, consistent service in a professional manner
- Knowledge about design elements, such as colour, composition, and typography
- Ability to effectively meet deadlines
- Ability to work independently and as part of a team environment with good interpersonal skills

## Work History

**May '17 – today**                      **HansaWorld Ltd UK, London - UK**                      **Senior Graphic Designer**

UX/UI, covering brand awareness, strategy and advertising campaigns. Keeping control of corporate guidelines. Pushing and adapting the brand through all stages of design from the sketch pad to copywriting headlines, final graphic design and presentation. Overseeing design to tight deadlines on press or for national newspapers and magazines etc. Material such as brand development, marketing campaigns, brochures, mailers, advertising, social media advertising, point of sale, exhibition design and implementation, video direction and all aspects of the WWW. Creation of the new brand identity.

**January '14 – April '17**                      **Ikon Science Ltd, London - UK**                      **Graphic Designer/Production Coordinator**

Reporting to marketing department based in Houston, TX, USA, I provide my professional coordination, conceptual and production skills of digital layout, pre-press, website planning/design/programming in all aspects of production: direct mail, trade shows, flyers, web banners and email, live events, ads, motion graphics, 3D Modelling and video infomercials from creation to completion.

- Designed the new layout and UX interface of the new corporate website;
- Designed visual for the launch of new product "Ji-Fi": Logo, Flyer, Adverts, pre-launch and launch video;
- Booth design for all Exhibitions and events around the world;
- Created new set of video infomercial and training video material for sales and customers;
- Corporate Word and Powerpoint document templates;
- Designed Software User's Manuals layout;
- Photo and video direction, editing and retouching.

**October '06 – February '13**                      **Italian society of Urology, Rome - Italy**                      **Web/Graphic Designer**

Reporting directly to the Executive and Scientific Committees for over 6 years, I provided my professional coordination, conceptual and production skills of the Corporate web site design and content management. I've actively participated in the scientific and logistic planning of national events such as the SIU annual meeting and several social events with the major pharmaceutical industries partnership.

- Designed CSS, UX, banners, icons, color schemes and graphics layout of the corporate website;
- Responsible for the visual presentations (Powerpoint) of the Scientific and Executive Committees;
- Art direction of "FutUro", the urologist monthly magazine;
- Direct participation in coordinating of all activities related to the conception, planning and creation of an event;
- Responsible for the visual of communications of an event;

**July '02 – February '13**                      **Webavenue, Rome - Italy**                      **Design Director and Company Founder**

Lead designer and project management of multimedia, web, video and 3d projects for many clients operating in several fields. Managed small team, up to 6 people, of designers and developers. (www.webavenue.it)

**March '00 – July '01**                      **Quantum Multimedia Tech, Inc – Los Angeles**                      **Multimedia Project Manager**

Project management, graphic/web design, 3D modelling/animation for many important projects such as: Cisco System, Hilton Suites, California Laser Centres, Rainforest, Mentor Inc and Master Source.

**July '97 – January '00**                      **Poetry Monthly Magazine, Rome - Italy**                      **Graphic Designer**

Design and Team leader of three Junior graphic designers in the marketing and advertisement department. Responsible of dealing with stakeholders and printing companies for price negotiations.

**October '97 – April '99**                      **Pantheon Multimedia Academy, Rome - Italy**                      **Lecturer of Multimedia Design**

Lecturer for professional courses in graphic design and multimedia design.

**September '92 – December '93**                      **Italian Military Air Force, Lecce - Italy**                      **Lieutenant**

Technical assistant in the Aeronautical intelligence unit; Technical officer responsible for military flights control at the 61<sup>st</sup> Air Brigade of Lecce in Italy; technical officer responsible for the aeronautical maintenance such as electronic cockpit instruments.

## Education

**February '15 – February '15**                      **Transmedia, Adobe Certified Training Centre**                      **London, UK**

**Adobe Edge Animate and Javascript**

- Course focused on building responsive HTML5/CSS3/Javascript apps for touch screen devices.

**September '02 – April '03**                      **National Academy of Communication**                      **Rome, Italy**

**Master in Business Communication and Advertising techniques**

- 3 months internship in the Sales department of the Jolly's Hotel Midas in Rome;

- Exam taken with great results for the admission at the Italian Publicist Association.

**May '99 – December '04**                      **Maya 3D Master Classes**                      **Los Angeles – London – Verona, IT**

**Silicon Graphics, Santa Monica – Gnomon, Hollywood**

Character Kinematics, Animation & visual effects I, II, III level; rendering system with PIXAR Renderman & Intro to Unix

**Canvas, London \_ Darkside, Verona**

Maya Fur and Mental Ray (Matt Herzog, Meteor Studios); making of Ryan-Hair Dynamics (Roland Reyer, alias); Maya Character, Maya Mel

**July '99**                      **Bachelor Degree**                      **ACEI, Beverly Hills, Los Angeles, CA**

**Degree Conversion**

Computer Science, Emphasis in Graphic Design

**September '94 – June '96**                      **Pantheon Multimedia Academy**                      **Rome, Italy**

**Degree in Graphic Design, Illustration and Animation**

**September '87 – June '92**                      **"G. Vallauri" Thecnical Institute**                      **Rome, IT**

**Diploma in Electronics**

## Languages

**English:** Fluent (C1) | **Italian:** Mother Tongue | **Spanish:** Basic

## Interests

Painting, Hand drawing, Photography, Filming, Sport

References available on request