DAVID.SIGLIN

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SUMMARY

I am a designer who enjoys both the technical and creative aspects of digital products. Design systems, UX, and visual design are my passions. Photography, writing, and travel are my hobbies. I am an extrovert who enjoys a great story, a thoughtful conversation, or a good book. I do what I do to make positive changes for my local and distributed communities.

KEY SKILLS

+ *Product Design* — data informed, user-centered products that are a delight to use
+ *Design Systems* — visual theory, color, typography, guidelines, best practices
+ *Branding* — discovery, positioning, naming, logos, messaging
+ *Client Relations* — listening, understanding, and engaging their needs

REFERENCES
phone numbers by request

Richie Lokay — Head of Design, BounceX
richie@bouncex.com

Dan Dietz — Owner, Bolt Affect
dan@boltaffect.com

Tim Lowry — Owner, TipTopSM
tim@tiptopsm.com

Dan Jeffords — Coworker
daniel.jeffords@gmail.com

EXPERIENCE
BounceX

Remote Web Developer & Designer   *November 2016 — June 2017*
As part of the Visual Communications team at BounceX my core responsibilities include maintaining and optimizing company websites (mix of custom built and WordPress). I

also work with marketing, engineering, and design teams to concept and build new digital products.

Design Highlights:
+ Developed a product driven process
+ Used design skills to ensure consistency in visual language
+ Provided initial concepting for web designs and feedback during iteration
+ Used UX skills to establish interactivity guidelines and best practices

Development Highlights:
+ Standardized CSS naming
+ Massive overhaul of HTML / CSS base
+ Built CSS grid system, card system, typography system
+ Introduced Flexbox and other modern web technologies
+ WordPress custom theme development
+ Developed improved Git workflow

Where The Truck Web App

Cofounder, Project Manager, & Designer   *2016 — Present*

Where The Truck is a web app that does one thing and does it well — find foodtrucks nearby. I handle all visual and HTML/CSS tasks including:
  + Product discovery & design
  + User research and user testing
  + Information architecture, wireframing, user flows
  + Front-end design & development
  + Visual collateral and marketing

Freelance Designer

Freelance Web / Print / Photography / Game Design   *October 2011 — Present*

I work as a freelance branding and product designer. Some notable clients include ProtaVentures, Heifer International, City of Greenville Mayor's office, and musician John Waller. I enjoy working with a wide range of clients and project sizes.

Ambassador International

Senior Designer   *June 2006 — October 2011*

Working for a small company meant juggling many different hats. My primary role was meeting with authors to establish a design style-guide for their book and marketing. I created a questionnaire, FAQ, and visual guides that made the process transparent to authors. Others areas of responsibility included:
  + Development of ebook guidelines and best practices
  + Creating workflows
  + Establishing & promoting design standards
  + Mentor other designers
  + Concepting marketing materials

FORMAL EDUCATION

Masters in Graphic Design
Bob Jones University   *Completed May 2006*

Bachelor of Science in Graphic Design
Bob Jones University   *Completed May 2004*
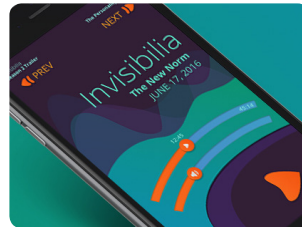

SAMPLE OF WORK

Branding
Where The Truck

Illustration
"Golder Iber of Mars"

UI
Organic podcast app

Enamel Pin
Adventures In Grok