

DAVID KO

DESIGNING FOR WEB · PRINT · UX

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EXPERIENCE

David Ko Design

Designer, Self-employed (2010–Current)

Design and produce visual brand identities and branded marketing collateral for local companies and non-profits, such as logos, websites and marketing materials for print, web and social media campaigns.

Ipsos – The 3rd largest global market research company
Web & Graphic Designer (2012–2019)

Designer for the North American Marketing & Communications Group, an internal creative agency servicing offices in U.S. and Canada. Designed and produced visual solutions for webinars, presentations, conferences, and marketing campaigns for print, web and social media. Managed Ipsos' U.S. and Canadian websites and intranet sites.

- Designed and created logos, story art, charts, infographics, emails and animated videos for *'What The Future'*, Ipsos' quarterly magazine (2017–2019).
- Created editorial artwork and supporting graphics for articles on digital platform *Ipsos Future* (2017–2019).
- Designed album art and edited audio recordings for 79 episodes of American political podcast series *'The Point Being'* (2017–2019).
- Redesigned company intranet's site template to fulfill technical specifications for intranet migration to SharePoint Online (2017).
- Designed email campaigns and posters for 2016 U.S. election polling webinar series *'Inside Track'* (2015–2016).
- Created the *Spotlight Videos* series and produced 35 animated short videos for monthly newsletter *Ipsos Spotlight*, tradeshow booths and YouTube (2013–2015).
- Designed logos and supporting graphic assets for internal initiatives and teams, including Ipsos NOW (Network of Women), AMP (predecessor of NA MarComms) and Ipsos Marketing School (annual training conference).

Cadenza Music

Web Designer, Sales Representative (Jul–Sep 2010)

In-house designer and sales representative for a music books & goods distribution company servicing the Lower Mainland, British Columbia. Designed marketing collateral for advertising campaigns such as print flyers and web banners, managed company e-commerce website, and provided customer support by telephone.

- Redesigned company logo, and redesigned company stationery and e-commerce site with new branding.
- Coordinated with external web developer to migrate company e-commerce site to Drupal 6 and digitized store inventory of over 1000 items.

EDUCATION

Simon Fraser University

Bachelor of Arts, dual concentrations in Design and Media Arts (2005–2010)
School of Interactive Arts & Technology

SKILL SETS

Adobe Creative Cloud Suite

Photoshop Premiere Pro
Illustrator Audition
InDesign Adobe XD
After Effects

Web Development Tools

HTML/CSS/ WordPress
JavaScript Drupal
Atom/Notepad++ SharePoint Online
Google Analytics

REFERENCES

Available upon request