

David Cox

RESUME

JULY 2018

PERSONAL DETAILS

Residence > West Hollywood, CA 90048

Status > Permanent US resident

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INTRODUCTION

I am a British freelance **Graphic Designer** and **Branding Consultant** based in Los Angeles, California.

I have over **25 years experience** working with the world's leading brands and have collaborated with some of the best design agencies around the globe. My expertise extends over a wide range of design disciplines.

For the last 6 years I have been based in Los Angeles where I mainly focus on brand creation, development and implementation. Prior to this I **freelanced in London for 15 years**, completing a number of high profile packaging and brand projects. My early career was spent working in Dubai and Rome at DMB&B, which at the time was the world's largest advertising agency.

Recently I acted as **Agency of Record** for **AIGA Los Angeles**, responsible for design and production of event assets including social media graphics, emailers and posters.

EXPERIENCE

During my 25 year career I have helped develop more than **200 brands** and worked with over **75 leading design agencies**, here is a brief summary of my expertise, along with some of the brands and agencies I have worked with.

EXPERTISE

Brand Creation
Art Direction
Brand Strategy
Design Implementation
Asset Creation
Brand Guidelines
Packaging Design
Packaging Production
Website Design
App Design
Digital Advertising
Environment Design
Production
Print Management
Collateral Design

BRANDS

Ximedica
TeleSign
AIGA Los Angeles
Zero Odor
Ticketmaster
Playboy
AkzoNobel
Persil
McDonalds
British Gymnastics
Lexus
Foxtons
RSA Insurance
GMC
Virgin Media

AGENCIES

Pentagram
Kluge Interactive
FutureBrand
BEAR
TribalVision
AMV BBDO
Lewis Moberly
Carter Wong
Landor
DesignBridge
Identica
JKR
Given
Interbrand
TribalVision

SECTORS

Luxury Brands
Aviation
FMCG
Property
Sport
Finance
Entertainment
Technology
Automotive
Retail
Fashion
Medical
Sustainability
Governing Bodies
Telecommunications

CAREER

2012 - 2018 > **Freelance Graphic Designer & Branding Consultant** > Los Angeles, USA

1997 - 2012 > **Freelance Graphic Designer & Creative Artworker** > London, UK

1996 - 1997 > **Freelance Design Implementer** > Rome, Italy

1994 - 1996 > **Digital Artist** > DMB&B > Dubai, UAE

1992 - 1993 > **Graphic Designer** > Sands Media > Dubai, UAE

EDUCATION

1990 - 1992 > **BTEC Level 5 HND Diploma > Graphic Design** > Walsall College > West Midlands, UK

1989 - 1990 > **BTEC Level 3 Extended Diploma > Graphic Design** > Cannock Chase Technical College > Staffordshire, UK

1984 - 1989 > **3 A Levels, 5 GCSE's** > Norton Canes High School > Staffordshire, UK