

# David Cox

## RESUME

AUGUST 2017

## 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 5 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

### BRANDS

TeleSign  
AIGA Los Angeles  
Magellan Jets  
Ticketmaster  
Barclays  
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

### SECTORS

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

## CAREER

**2012 - 2017** > **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