

David W. Cage

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Creative Designer & Multimedia Specialist

Inventive and creative digital media and artistic designer, able to deliver high-quality products to consumers and clients in a timely manner, meeting deadlines with professionalism. **Areas of expertise include...**

Skill Areas

Strategic & Operations Planning - Illustration - Graphic Design (Print/Digital) - 508 ADA Compliance - Digital Media Design (Video/Web) - Website Design - Website Development - Social Media Design - UI/UX - 2D/3D Animation - Video/Photo Editing - Visual Storytelling - Photography - Apparel Design - Logo Creation - Brand Compliance - Project Management - Process Improvement - Strong Interpersonal Skills - Analytical Skills - Team Management - Communications - Critical Thinking - Demonstrates Ideation - Problem-Solving - Time Management - Attention to Detail - Client Relationship Management - Typography - Layout - Composition - Color Theory - Information Design - Interactive Design - Marketing - Template Creation

Professional Experience

Centers for Disease Control and Prevention (CDC) – Visual Communication Specialist III

Atlanta, GA (Remote), February 2021 – Present

CDC is one of the major operating components of the Department of Health and Human Services and works 24/7 to protect America from health, safety and security threats, both foreign and in the U.S.

KEY RESPONSIBILITIES & ACHIEVEMENTS:

- Support Centers for Disease Control and Prevention (CDC) client engagement teams in the development and design of reports, presentations, training materials, fact sheets, and other products in multiple media formats (digital, print, video, etc.)
- Create and design internal and CDC external webpages via WordPress
- Create and design social media assets and deliverables
- Work directly with Department of Laboratory Sciences (DLS) project teams at CDC to create high-impact deliverables to submit to cross-functional teams and clients with design needs
- Train and/or work in multiple software packages while producing large volumes of work consistently and accurately
- Comply with CDC branding guidelines, relevant standards for format and accessibility (section 508 compliance), and client preferences and instructions
- Routinely balance long-term projects with last-minute, urgent requests for tasks within non-negotiable client deadlines
- Accountable for undertaking prescribed and independent training, on-the-job learning assignments, and other opportunities to ensure growth and advancement in Multimedia Design and the DLS and Communication Team's development
- Schedule and host project meetings via Zoom and/or Microsoft Teams to manage tasks, discuss deliverables, and set deadlines
- Earned promotion from Multimedia Specialist to Visual Communication Specialist III resulting from consistent, high-quality work

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Swayze Ideations – Owner/Creative Director

Atlanta, GA (Remote), January 2008 – Present

Swayze Ideations provides freelance work for organizations, companies, athletic teams, and small businesses. Complete services such as animation, motion graphics, mobile app development, website creation, illustration, T-shirt, logo design, and graphic design creations.

KEY RESPONSIBILITIES & ACHIEVEMENTS:

- Execute print design for advertising, marketing collateral and political propaganda (brochures, mailers, pamphlets, one-sheet promos, bi and tri-folds, doorhangers, etc.) for candidates running for various seats in office across Georgia, www.swayzeideations.com/graphic-design-print
- Manage functions pertaining to planning company advertisements, monitoring brand campaigns, revising presentations, and shaping brand standards
- Provide freelance work for organizations, companies, athletic teams, and small businesses
- Handle complete services such as animation, motion graphics, mobile app development, website creation, illustration, T-shirt, logo design, and graphic design creations
- Responsible for high-profile clients, providing designs for reality TV show, “The Agent”, luxury watch company “Talley & Twine”, church organization “Diakonos Ministry”, and author/public speaker Hilderbrand Pelzer III, www.swayzeideations.com/graphic-design
- Execute the design of websites for celebrity fashion designers, www.nadiadurham.com and law firms, www.reallonglaw.com
- Design logos for high-profile community organizations, law firms, The State of Georgia, and mobile app development, www.swayzeideations.com/logo-design
- Shape brand standards and create procedures to ensure all products are brand appropriate
- Supervise daily workflow, assign project workload, and monitor deadlines and budgets
- Identify and implement improvements to current operations and workflows
- Solve complex problems by leveraging the systems and tools currently available to the company

GRIFOLS – Digital Multimedia Designer

Raleigh, NC (Remote), September 2022 – February 2023

Grifols is a leading global healthcare company that develops plasma-derived medicines and other innovative biopharmaceutical solutions that enable millions of patients around the world to live more productive lives.

KEY RESPONSIBILITIES & ACHIEVEMENTS:

- Responsible for creating, refreshing and maintaining digital advertising assets for social, display, and video application for Grifols Plasma Donor Center Operations supporting field operations and corporate initiatives
- Oversaw and executed static and motion social media design creation for Grifols’ Twitter, Facebook, and Instagram accounts for the purpose of retaining and engaging plasma donors
- Conceptualized and designed for various digital channels to build awareness of the plasma donation process and recruit plasma donors
- Executed digital, web, video, and print design to communicate complex information to convey that donating plasma can help save lives and donors can receive compensation
- Maintained and promoted design consistency in the look, tone, and feel of all marketing materials while complying with company branding and advertising guidelines
- Translated client and user needs into visually fresh designs that are consistent with the company brand

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- Developed creative solutions across a broad range of media, including advertising, brand identity, marketing collateral, direct mail, digital media, and interactive design
- Managed the accuracy, quality, and development of final creative files for print and digital deliverables
- Collaborated with project teams to plan, create, and develop communication and promotional collateral to support marketing, operational, and/or corporate project initiatives
- Managed the creative design process and the maintenance of new and existing digital advertising according to branding guidelines and advertising policies

The Appineers – VP of Creative Resources

Roswell, GA (On-site), July 2018 – October 2019

The Appineers have a passion for working with entrepreneurs to make great mobile apps. We believe that the best apps are yet to come. We love navigating the creating and designing process with new app developers because it's their passion which help drive amazing projects.

KEY RESPONSIBILITIES & ACHIEVEMENTS:

- Responsible for applying user-centered design principles and processing to create user interface designs in Adobe XD for web and mobile, meeting deadlines for B2C mobile app development while incorporating ADA compliances
- Managed the UI/UX design process in collaboration with clients, partners in India, vendors, and internal teams deploying agile and scrum methodologies
- Communicated design ideas and rationale to meet time expectations for deliverables and app completion
- Secured client domains, hosting packages, and managed WordPress website creation templates, deliverables, and deadlines
- Created UX designs depicting user journeys and solution interactions. Prototyped and refined UI designs from low-fi wireframes to beautiful mocks and clickable prototypes in Adobe XD that can be developed into functional digital experiences
- Created promotional motion graphics, press releases, style guides, and logos. Worked with internal solution architects to navigate through each app's user experience, testing app features and functionality for the best product
- Functioned as the design SME within the company and externally for apprehensive, return, and high-end clients
- Monitored and ensured compliance with all guidelines for operations
- Translated client vision via digital presentations and descriptive writing using marketing and advertising tools
- Worked effectively with others in a team-based environment to accomplish organizational goals and to identify and resolve problems

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Autotrader – Senior Digital Media Designer

Atlanta, GA (Hybrid), November 2012 – July 2018

Autotrader.com, Inc. is an online marketplace founded in 1997, which functions as an online marketplace for car purchasers and sellers.

KEY RESPONSIBILITIES & ACHIEVEMENTS:

- Pioneered the efforts across handling the entire gamut of functions about developing and creating graphics for online advertising products, adhering to customer specifications and ADA compliance for the company's 6,500 most profitable dealers
- Planned and monitored the day-to-day running of the business to ensure smooth progress
- Strategically planned and conceptualized creative, out-of-the-box strategies to enhance business
- Provided expertise for client brand compliancy in graphics and subject matter, created HTML5 templates for department use
- Oversaw projects and delegated tasks to team members while training and mentoring Level I and Level II Designers
- Oversaw Nissan, Lexus, Maserati, and Mercedes-Benz graphics and brand compliance effectively
- Designed the new Customer Operations University logo for departmental training propaganda and initiatives (contest winner)
- Worked with other departments to ensure alignment of company goals, as set by senior management and ensured that the business growth strategies are met
- Earned promotion from Digital Media Designer Level I, to Level II, and then Senior resulting from consistent, high-quality designs and graphics

Professional Development & Credentials

Bachelor of Fine Arts in Animation (2011)

Savannah College of Art & Design (SCAD) – Atlanta, Georgia

Bachelor of Arts in Graphic Design (2003)

Hampton University – Hampton, Virginia

Technical Skills

Microsoft Office Suite, Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, Dreamweaver, Edge Animate, Muse, Spark, Premiere, Acrobat, XD, Media Encoder), Sketch, Marvel, Balsamiq, InVision, Figma, Azure, Zeplin, iRise, Apple Keynote, Canva, Quark Express, Autodesk Maya, Digicel 2D, Final Cut Pro, CMS (WordPress, Wix, Joomla, Squarespace, Homestead, Shopify), CRMs (Salesforce, Haystack, Basecamp, SharePoint, Lythos), CSS, Javascript, HTML, Section 508 ADA Compliance, and Internet.