

david rager  
directeur artistique

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**professional experience**

●●● **senior designer & production manager / new museum (07.07 - 07.08)**  
responsible for the implementation and execution of the new museum's new brand identity and visual language. art-directed all materials for the opening of the new building, including institutional templates and style guides. designed extensive wayfinding, informational signage, and exhibition design. www.newmuseum.org

●●● **senior designer & design manager / museum of contemporary art, los angeles (07.05 - 07.07)**  
art-directed and managed over 200 printed projects annually, including membership materials, quarterly magazine and calendar invitations, and special announcements, posters, marketing materials, and environmental and exhibition signage. supervised design department staff and worked directly with senior staff. www.moca.org

●●● **art director / la.com (11.04 - 07.05)**  
oversaw all design and art direction related to la.com. translated marketing strategies into appropriate creative concepts. worked closely with technical team, directed photo shoots, and managed freelance staff. www.la.com

●●● **senior designer / e! networks (11.02 - 11.04)**  
online design and development for e! networks. conceived and created original online content and developed sites to complement on-air shows. redesigned e! online insider members area, helping to boost member signups by 200 percent. www.eonline.com

●●● **art director, parish media (02.02 - 11.02)**  
cofounded the san francisco-based design studio. provided complete design solutions using print, web, and motion graphics. Managed and coordinated client relations and all phases of the creative process, ensuring on-target and true-to-brand communications. clients included subaru and seagate. www.pishmedia.net

**freelance clients / studios**

leg agency, ofr., the brand union, TBWA chiat-day, adidas, nike, laird & partners, l'oréal, danillo black, virgin records, cbc, rhizome,, new york university, sub pop records, vagrant records, carling lager, ucla/hammer museum, french kicks, peña brand, the jane and mark nathanson foundation, caldo verde records

**education**

bachelor of fine arts in graphic design with honors  
san francisco state university, san francisco, ca

**professional development**

classes, seminars, and lectures including:  
- advanced bookmaking and letterpress techniques  
- employee motivation/management, ucla extension  
- sustainability/green printing course, nan faessler  
- aiga active member since 2000

**awards / honorable mentions**

- x STEP magazine, selected as one of 25 emerging talents '08 issue
- x congratulated personally by robert rauschenberg for design of "robert rauschenberg: combines"
- x featured in print magazine design annual
- x res dvd selection for the joggers' "hot autism"
- x bda award for "101 shocking moments" flash
- x promotional piece for e! networks
- x certified in photoshop & indesign by adobe
- x freeform award (presented by super natural design) for fallback video piece

**technical skills**

adobe CS3 apps, after effects, dreamweaver, dvd studio, fireworks, final cut, fontographer, html/css, illustrator, indesign