



DAVID

[VIDEO INTERVIEW](#)

[PORTFOLIO](#)

EXPERTISE SKILLS

- UI/UX Design
- Digital Learning Experience Design
- Visual Identity Design
- Design Systems
- Interaction Design
- Human-Centered Design
- Enterprise Branding
- eLearning Development
- Multimedia Design
- Graphic Design
- Motion Graphics
- Video Editing
- Visual Communication
- Accessibility Design
- AI-Assisted Design
- Brand Development
- Information Design
- Creative Direction
- Cross-functional Collaboration
- Workflow Optimization
- Marketing Design
- Print Design
- Digital Design
- Storyboarding
- Learner Experience Design

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Creative Suite
- Articulate Storyline
- Articulate Rise 360
- Figma
- Canva
- Synthesia
- Smartsheet

David is a multidisciplinary Digital Learning Experience Designer and UI/UX Designer with over 8 years of experience creating user-centered digital experiences, enterprise branding, eLearning solutions, and multimedia content. David combines expertise in visual design, interaction design, and multimedia production with strong cross-functional collaboration skills, making him a valuable asset for organizations seeking innovative and impactful digital learning and design solutions.

WORK EXPERIENCE

SENIOR GRAPHIC & MEDIA DESIGNER

IHG Hotels & Resorts | 2024 – Present (2 Years)

Designs AI-powered design systems, scalable visual assets, learning experiences, branding, web, and video content while collaborating with cross-functional teams to deliver strategic, conversion-focused design solutions.

SENIOR VISUAL & INFORMATION DESIGNER

Johnson & Johnson | 2021 – 2024 (3 Years)

Created enterprise digital and print learning materials, developed design systems and style guides, and provided UI/UX design consulting to ensure intuitive, accessible, and consistent learner experiences.

MARKETING GRAPHIC ARTIST

Motoworld | 2020 – 2021 (1 Year)

Produced high-converting marketing assets across digital and print platforms while collaborating with stakeholders to strengthen brand identity and support successful marketing campaigns.

MULTIMEDIA SPECIALIST

AST Shipping | 2019

Developed multimedia content including video, animation, graphics, and audio assets while ensuring high production quality across multiple platforms.

ADVERTISING GRAPHIC DESIGN INTERN

Keyframe Media | 2018

Supported the creative team by producing and adapting marketing assets for local and international clients while assisting with production and design execution.

ART COACH

Eshi Shack | 2016 – 2018 (2 Years)

Mentored aspiring artists through personalized coaching, technical guidance, and creative development to enhance their artistic skills.

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