David Tristman Art Director / Instructor / Coder

Senior Art Director with proven strategic and leadership skills. Specializing in creative direction for advertising, digital marketing, and branded content.

CONTACT

dtristman@gmail.com

tristman.com

linkedin.com/in/dtristman

ART DIRECTION

12.21–Present

Senior Art Director McCann Health, NY

Creative and conceptual direction across multiple brands and channels in the healthcare/pharma space. Responsible for design direction intended for both patient-and HCP-facing materials ranging in scope from digital and social ads to brand extensions. Art direction and concepting in a variety of media (print, digital, video) for existing client campaigns and new business pitches.

03.18–12.21

Digital Designer WPCreativeGroup (The Washington Post)

Produced creative concepts and design direction for pre-sale (RFPs) and post-sale advertising clients of The Washington Post. Creative direction and design execution of multimedia digital content. Provided visuals and concepts for RFPs and renewed programs that resulted in over $4M in revenue. Coordinated the design and production of large scale interactive pieces involving multiple contributors.

01.16 – 02.18

Art Director and Coder Freelance (various)

Art direction and front end coding for freelance clients including BNY Mellon, L'Oreal, Havas, Warner Music Group, and HBO. Designed and built ad units, micro-sites, animations, PowerPoint presentations, HTML emails, and websites. Content areas included consumer products, luxury, beauty & fashion, pharma, corporate/financial.

01.12 –01.16

Senior Designer WSJ Custom Studios (The Wall Street Journal)

Designed sponsored content and native advertising for clients of The Wall Street Journal. Designed ad units, custom articles, micro-sites, and info-graphics. Provided design direction and creative concepts for numerous winning pitches in both B2B and B2C business areas. Assisted in Wordpress theme development and front end coding.

03.07 – 04.10

Art Director Rosetta Marketing Group

Senior designer for marketing agency with corporate, consumer, and healthcare clients. Art direction and production on projects ranging from rich media advertising to full website designs. Ideation and design direction for business-winning pitches.

TEACHING

01.00 –03.14

Instructor Parson's School of Design, NYU, Pratt, Pace

Structured and taught courses in web development concepts and techniques, including HTML, CSS and web standards. Created course materials for undergraduates and continuing ed. students, primarily at Parson's School of Design and Pratt Institute. Conducted seminars at NYU and Pace University in website design and production methods.

SOFTWARE & CODE

Photoshop, Illustrator, InDesign, AfterEffects, Sketch, XD, InVision, Figma, Trello, Asana, Keynote, Workfront, PowerPoint

HTML/CSS, PHP, Wordpress, JS/JQuery, HTML email, CSS frameworks