

Resume

David Sharpe
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What I enjoy most about working in new media is bringing all the tools together to build a presence on the Web that allows a company or organization to communicate effectively. While I'm a big fan of technology, I never get hung up on the tools at the expense of the message.

I've been in the advertising/design business almost 20 years now. I've made the transition from print to mostly Web work the past few years. My strength lies in being a creative director for the Web, bridging print design and traditional campaigns with new media. When the two disciplines come together it's not always successful. Having a firm grasp on the technology driving new media and knowing what it takes to execute an ad campaign puts me in a unique position to help agencies deliver Web and interactive projects that actually mesh with traditional campaigns.

I can design a Web site or an ad, get it on the Internet or to printer, but what engages me the most is assembling the tools and the people and defining a direction that will honor the message and the brand. Every project must start well if it's to end well.

Employment History

Development Director | New Media
Red7e
Louisville, KY
November 2008 – August 2009

Freelance Web and Print Designer, Macintosh Consultant
davesharpedotcom
Louisville, KY
February 2004 – October 2008

Art Director
Fitzmaurice Lewis & Partners
Louisville, KY
April 1996 – February 2004

Awards

Three Gold ADDY Awards, Local, 2008, Interactive Designer, Programmer
Two Silver ADDY Awards, District Five, 2008, Interactive Designer, Programmer

Community Service

St. Vincent de Paul Society in Louisville, Web site design

MensWork, Web site design

American Civil Liberties Union of Kentucky, brochures, newsletters, direct mail pieces, Web site design

Moore Traditional High School Graphics Advisory Committee, 2005 – 2007

Skill Set

WordPress, Joomla, Drupal, Adobe Creative Suite, HTML, CSS, JQuery, Macintosh hardware, design studio management

Dalliances

Final Cut Studio, Apache servers, MySQL databases

Education

B.A. in Art, emphasis in photography

University of Louisville, August 1990

Client History

Adenta

Alliance of Community Hospices

American Express Financial Advisors

Heick-Hester & Associates

Area Bancshares Inc.

Argus Health Systems

Baptist Hospital East

Bellarmino University

Benefit Services Group

Bluegrass PRSA

Brown-Forman Beverage Company

Brown & Williamson Tobacco Corporation

Cranium Glass

Coulter Ridge Capital

Greater Louisville Inc.

Kentucky Youth Advocates

Louisville Convention and Visitors Bureau

Louisville Metro Government,

Mayor's Office of Communication

Louisville Science Center

Louisville Tenants Association

Managed Prescription Services

MedVenture

Muhammad Ali Institute for Peace and Justice

Mulloy Properties

National Smokers Alliance

Neonatal Associates

Peritus Public Relations

Presbyterian Publishing Corporation

Radiology Specialsits of Louisville

Red Ball

Regent Group

Star Scientific, Inc.

Technology Park of Greater Louisville

University of Louisville Libraries

the vimarc group inc.

Welch Printing Company

The Wine Rack