



DAVID SABEL

SENIOR CREATIVE DESIGNER

CONTACT

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SUMMARY

Accomplished and results-driven Senior Creative Designer with over 20 years of expertise in graphic design and brand management. Demonstrated success in leading cross-functional teams to deliver innovative design solutions that effectively communicate brand messages and drive engagement. Adept at developing and implementing strategic design initiatives, enhancing brand consistency, and increasing client satisfaction. Proven track record of managing multiple high-quality projects from concept to completion, on time and within budget. Strong leadership and mentoring skills, combined with a passion for creativity and continuous improvement.

EDUCATION

AAS in Commercial Arts

American Academy of Art
1998-2001

Web Maintenance and Design CE

Harper College
2008

Google UX Design Certificate

Coursera
2023-2024

Explore Motion Graphic and Visual Effects

LinkedIn Learning
2018

INTERESTS

Family
Technology
Professional Development
AI & Generative Design
Music Production
Sound Design
Creative Arts
DIY Projects
Cooking
Outdoor Activities

WORK EXPERIENCE

Senior Creative Designer for the InHaus Studio

2020 - Present | HH Global | Chicago, IL

2019 - 2020 | Innerworkings (Previous owner of InHaus Studio)

- Led a team of three designers, increasing client engagement through innovative visual content for diverse brands.
- Collaborated with marketing teams to develop visual concepts, leading to an increase in brand message clarity and impact.
- Oversaw design projects from concept to final delivery, maintaining a 100% on-time delivery rate and high-quality output.
- Conducted market research and competitor analysis, informing design decisions that improved client satisfaction.
- Managed multiple projects simultaneously, prioritizing tasks and resources to achieve a 100% on-time completion rate.

Creative Designer for the InHaus Studio

2013 - 2019 | Madden Communications (Original owner of InHaus Studio)

- Designed print and digital marketing materials such as brochures, fliers, social media graphics, animations and website layouts.
- Coordinated with printers and vendors, ensuring accurate production and timely delivery of print materials.
- Collaborated with clients to understand their vision, delivering tailored creative solutions that boosted client satisfaction.
- Utilized Adobe Creative Suite to produce graphics, illustrations, and layouts that increased client engagement.
- Assisted in developing and implementing brand guidelines, achieving an increase in consistency across all marketing channels.
- Mentored 8 junior designers, enhancing their skills and contributing to an improvement in team productivity.
- Developed and implemented design strategies, resulting in an increase in brand consistency and client satisfaction.
- Implemented industry trends to improve design processes, reducing production time and enhancing deliverables.

Creative Team Lead

2001 - 2013 | Failsafe Media Company | Lake Zurich, IL

- Supervised production, preflight, and evaluation personnel, improving efficiency through streamlined processes.
- Coordinated and adjusted daily workflow and procedures, reducing production errors.
- Tested stock items for quality, ensuring 99% defect-free production of CD/DVD/USB media and label stock.
- Maintained inventory and ordered stock items, reducing stock shortages and delays.



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SENIOR CREATIVE DESIGNER

REFERENCES

Brian Fitzgerald

Art Director
T: (847) 951-0935
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Todd Baer

Graphic Designer
T: (847) 609-4787
E: Todd.BaerDesign@gmail.com

Kris Muse

Wild Thyme Biologic (Client)
T: (312) 375-7812
E: growwildthyme@gmail.com

Chris Capcik

Avery Funding (Client)
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E: chris@averyfunding.com

WORK EXPERIENCE CONTINUED

- Prepared templates for new stock using Adobe Illustrator and QuarkXPress, reducing design preparation time by 75%.
- Researched, tested, and recommended new hardware/software purchases, enhancing production capabilities.
- Attended daily meetings to adjust workflow, improving interdepartmental communication and efficiency.
- Verified art file dimensions and specifications, ensuring 100% compliance with client requirements.
- Utilized Adobe Illustrator, Photoshop, and QuarkXPress to troubleshoot and repair files, reducing error rates.
- Communicated changes effectively, resulting in an increase in customer satisfaction and reduced project delays.
- Printed high-quality proofs, ensuring 95% client approval on first submission.
- Set up graphic files for print production, reducing setup time and enhancing print quality.
- Performed equipment troubleshooting, maintenance, and minor repairs, reducing downtime.
- Set up media duplicators, increasing production capacity through efficient setup and operation.
- Created innovative designs for logos, brochures, CD/DVD faces, and packaging, resulting in an increase in client sales.
- Produced high-quality digital and physical samples, leading to a 15% increase in sales conversions.
- Evaluated media for defects, ensuring a 99% defect-free rate for CD/DVD/USB media.
- Prepared media masters for duplication and replication, achieving a 100% success rate in production quality.

SKILLS

Design & Creative: Graphic Design, Illustration, Motion Graphics, Photography, Sound Design, Video Editing

Team Leadership: Leading Design Teams, Mentoring Junior Designers

Project Management: Managing Multiple Projects, Task Prioritization, Resource Allocation

Creative Direction: Developing and Implementing Design Strategies

Client Collaboration: Understanding Client Vision, Providing Creative Solutions

Branding: Brand Identity Design, Brand Standards, Brand Marketing

Marketing Materials: Brochures, Fliers, Social Media Graphics, Website Layouts

Technical Skills: Adobe Creative Suite, Prototyping Tools, AI Design Tools, Generative Design, Coding (HTML/CSS), Image Editing/Retouching

Print & Digital Design: Print and Digital Mediums Design

Vendor Coordination: Accurate Production and Delivery with Printers and Vendors

Market & User Research: Market Research, Competitor Analysis, User Interviews, Surveys, Usability Testing, Personas

Wireframing & Prototyping: Wireframes, Interactive Prototypes, Mockups

Information Architecture: Site Maps, Navigation Design, Content Strategy

Interaction Design: User Flows, Storyboarding, Task Analysis

Visual Design: Typography, Color Theory, Iconography, Layout Design, Aesthetics

Usability Testing: A/B Testing, Heatmaps, Analytics

Collaboration & Communication: Cross-functional Teamwork, Stakeholder Presentations, User Advocacy

Tools: Sketch, Figma, Adobe XD

Accessibility: Inclusive Design, WCAG Compliance, Screen Reader Testing

Responsive Design: Mobile-First Design, Grid Systems, Media Queries

Journey Mapping: Customer Journey Maps, Pain Points Identification

Content Design: Web Writing, Microcopy, Content Audits

Personal Attributes: Adaptability, Attention to Detail, Creativity, Flexibility, Organization, Persistence, Time Management