



**Director. Editor. Producer.  
Author. Marketer. Designer.  
Developer. Illustrator.  
Veteran Activist.**

# DAVID CHRISTOPHER LONDON

DCLONDON@GMAIL.COM  
DAVIDLONDON.COM  
248-506-0737

## EDUCATION

Wayne State University Detroit, MI  
B.F.A. Graphic Design  
*Summa Cum Laude, Presidential  
Scholarship Award Recipient*

Macomb Community College,  
Warren, MI - Associates Degree  
*Summa Cum Laude*

US Army, Aviation School,  
AH-64 Apache Armament,  
Avionics, and Aviation Life  
Support Systems  
*Distinguished Honor Graduate*

## CLIENT LIST

US Dept. of Energy  
US Dept. of Defense  
Southfield Public Schools  
Wayne State University  
American Library Assoc.  
Mantese Honigman  
MasterCard  
General Motors  
The UPS Store  
Fiat Chrysler  
State Farm  
Jaguar Land Rover  
GoDaddy  
Jeep  
Deluxe  
Vistaprint  
Fifth Third Bank  
American Express  
Dodge  
Honda

Kia  
Mazda  
Maserati  
Alfa Romeo  
NASCAR  
Coca-Cola  
Meritor  
Amazon  
Sports Illustrated  
Fender Headwear  
Flagstar Bank  
Dish Network  
EDS  
Alliance Trucks  
Miller TV  
Native Instruments  
Thomson Reuters  
Cengage Learning  
City of Clawson  
Michigan Opera Theater

## WHO I AM

A Creative Director with 28 years of experience in design, business branding, identity, marketing, and advertising. A director of both international teams and of films and TV production, with 11 seasons of the Emmy-Nominated PBS show START UP. Producer of experiential marketing events with multimedia experiences and social engagement. A manager of creatives, writers, designers, filmmakers, marketers, social media managers, and developers. I am a designer and writer with deep ties to the automotive industry, environmental groups, local police, regional politics, and the U.S. military. I am also an author, graphic designer, web and app developer, photographer, videographer, editor, illustrator, motion graphic animator, and citizen journalist.

## WHERE I WORK

**START UP TV [2015-PRESENT]** Creative Director and Post Production Manager, responsible for the entire post process and delivery, show promotion, motion graphics, animation, editing, social media marketing, responsible for millions in sponsorship sales and fundraising pitch decks, event production, and experiential marketing campaigns.

**VETERANS EVENTS COMMITTEE [2018-2022]** Chairman of the Royal Oak Veterans Events Committee, responsible for planning, producing, and directing the Memorial Day Parade and Ceremony, Veterans Day Ceremony, and the annual Ruck 22 March to fight veteran suicide and raise money and supplies for homeless and needy Michigan veterans.

**ES3 [2013-2015]** Creative Director and Director of Design, managed a large team of creatives in Detroit, Los Angeles, and Charlotte. Responsible for crafting marketing strategies, branding campaigns, digital engagements, copywriting, live events and training tours, product launches, app creation, video production, UI/UX design, and sales support. Excel in pitches and presentations to global clients using cutting-edge visual technology.

**PARLIAMENT STUDIOS [2009-2013]** Founder and Executive Creative Director of a branding, marketing, and production studio, responsible for end-to-end creative solutions for marketing, advertising, film, TV, digital and web, social, and print. Managed creative teams, branded or rebranded dozens of companies, focusing on web and social presences, with an emphasis on digital, mobile, and customer engagement. Wrote and produced TV spots, radio spots, and print campaigns. Excelled at motion, animation, 3D, titling, and VFX.

**ZAZEN DIGITAL STUDIOS [2007-2009]** President and Creative Director, responsible for developing branding concepts, production and delivery of motion, web, graphics, video, audio, new media, marketing, and sales materials.

**THOMSON GALE [2004-2007]** Senior Art Director, Web Designer, Motion Graphics & Video Producer, Graphic Designer, Illustrator, Interactive On-line Game Developer, Audio Editor, and Voiceover Talent.

**GENERAL MOTORS [1996-2004]** Web Designer, Graphic Designer, Video Producer, and Project Manager. Lead web designer for GM North America Engineering. Projects included web, interactive, multimedia, animation, graphics, logos, posters, brochures, Flash sites and game development, kiosk, and e-commerce systems. Also designed the General Motors/UAW Veterans Memorial.

**US ARMY, 101<sup>ST</sup> AIRBORNE [1992-1996]** Aviation, Armament, Design, Illustration, Branding