

DAVID CHRISTOPHER LONDON

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SUMMARY

Creative Director with 27 years of experience in design, art direction, marketing, branding, identity, video production, and advertising. Producer of films and TV, including the five-time Emmy-nominated TV show "START UP." Manager of creatives, writers, designers, filmmakers, marketers, social media managers, and developers. Producer of experiential marketing events with multimedia experiences and social engagement. I am a seasoned graphic designer, art director, web designer, writer, illustrator, marketer, editor, animator, and photographer. Under my direction, my creative teams have launched everything from vehicle brands to energy drinks, branded Fortune 500 companies and international nonprofits, and produced award-winning documentaries and TV.

EXPERIENCE

PARLIAMENT STUDIOS [2009-2013 / 2015-PRESENT] 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. Manage creative teams, brand dozens of companies, focusing on web and social presences, with an emphasis on digital, mobile, and customer engagement. Write and produce TV spots, radio spots, and print campaigns. Specialize in motion, animation, 3D, and VFX.

START UP TV [2015-PRESENT] Creative Director and Post Production Manager, responsible for the entire post process, show promotion, motion graphics, animation, editing, social media marketing, event production, and experiential marketing campaigns. Manage production and post-production in studio and on location. Mentor and teach young creatives and interns.

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. Excelled in pitches and presentations to global clients using innovative visual technologies. Mentor new designers and writers.

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, tasked with web design, motion graphics, video production, graphic design, illustration, interactive on-line game development, audio editing, and voiceovers.

GENERAL MOTORS [1996-2004] Communication Support Group designer producing graphics, videos, and project management. Became the lead web designer for GM North America Engineering. Projects included web, interactive, multimedia, animation, graphics, logos, posters, brochures, game development, kiosk, and e-commerce systems. Also designed the General Motors/UAW Veterans Memorial (Warren, MI).

US ARMY, 101ST AIRBORNE [1992-1996] Specialist in Army Aviation, specialist in electrical, armament, avionics, and tasked with design and illustration.

SKILL SETS

Creative Leadership
Creative Strategy
Visual Communication
Mentoring & Training
Art Direction & Concepting
Brand Strategy
Ideation & Storyboarding
Print & Publications
Video Production
Experiential Marketing
Animation & Illustration
Web Design & Development
Adobe Creative Suite
Project Management
Executive Collaboration
2D & 3D Design
Generative AI

EDUCATION

Wayne State University
Detroit, MI
BFA Graphic Design
Summa Cum Laude,
Presidential Scholarship
Award Recipient

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

CLIENT LIST

GoDaddy	Kia
Amazon	Mazda
American Express	Maserati
MasterCard	Alfa Romeo
US Dept. of Energy	NASCAR
US Dept. of Defense	Coca-Cola
The UPS Store	Meritor
Wayne State University	Sports Illustrated
American Library Assoc.	Fender Headwear
General Motors	Flagstar Bank
Fiat Chrysler	Dish Network
State Farm	Electronic Data Systems
Jaguar Land Rover	Alliance Trucks
Jeep	Miller TV
Deluxe	Native Instruments
Vistaprint	Thomson Reuters
Fifth Third Bank	Cengage Learning
Dodge	City of Clawson
Honda	Dana Foundation