

David Paul Andre

innovative design — comprehensive strategy — prudent determination

3078 Ravine Pointe Dr.
Columbus, OH 43231
(614) 746.4287
im@plicit.net
www.plicit.net

Education And Activities

The Ohio State University:	Cum Laude, Spring 2006	- Vinyard Leadership Institute, class of 2008
B.S.Design:	Visual Communication	- Design Arts Scholars Exchange to Rio de Janeiro
Minor:	Agribusiness	- FFA Ohio State Officer & National Degree Recipient
Emphasis:	Computer Systems	

Technical Skills

Information Architecture	Color Theory	Adobe CS3 / Adobe After Effects
Identity Systems	Iconography	Google Sketchup / Actionscript
Interaction Development	Photography	DHTML / CSS / javascript
Usability Research	Hand Graphics	Limited Database Integration
Advanced Typography	Metal & Wood Craft	Microsoft and Omni Software

Work Experience

Information Architect / Interaction Designer December 2007 – Present
Nationwide / User Experience Group Columbus, OH
- Collaborated to define and document best practice interaction architecture, navigation, and flow
- Recommended experiential innovations that balance customer, business, and technical requirements
- Defined project scope and objectives based on applicable processes, systems, needs, and requirements

Information Architect / Designer September 2006 – November 2007
B2B / Interactive, SBC Advertising Columbus, OH
- Managed workflow and execution on projects for national brands with tight budgets and timelines
- Architected layouts, content diagrams, data archives, and product structures for use online and off
- Developed in-house strategies for ensuring knowledge retention and document findability and usability

Contractor / Freelancer June 2006 – September 2006
Independent Columbus, OH
- Develop and design strategically based identity and interactive projects for print and digital applications
- Coordinate project conceptualization, management, budgeting, client services, completion, and delivery
- Drive business vision, goals, and projects for client and personal success

Contractor, Creative January 2006 – June 2006
Resource Interactive Columbus, OH
- Developed imagery management systems and lead image editing for major presentations and web sites
- Coordinated formal interoffice communication regarding showcase project concept formation
- Interacted with clients in gathering necessary background information for design project research

Graphic Design Intern September 2005 – December 2005
Total Design, Total Identity Amsterdam, NL
- Concepted, designed, refined, and implemented complete identity systems for corporate communications
- Edited content, composed sound track, and produced presentation showcasing identity design process
- Studied identity analysis, corporate story development, and market demand requirements for brands

Interaction Design Intern June 2005 – September 2005
Big Red Rooster, Mathews International Columbus, OH
- Specified automotive interface functionality and developed product simulator for corporate demonstration
- Created and documented product packaging requirements for national store brand merchandise
- Designed and developed web-portal for global parent company, implementing style sheets and scripting

David Paul Andre

innovative design — comprehensive strategy — prudent determination

3078 Ravine Pointe Dr.
Columbus, OH 43231
(614) 746.4287
im@plicit.net
www.plicit.net

“David is a Polymath...meaning he has the ability to function at a high level on a number of tasks with an encyclopedic knowledge of his craft. He provides the perfect blend of technological detail on information architecture with a design sensitivity that is engaging, competitively different, and impactful.”

Matt Wilson — Owner,
SBC Advertising

“David has great drive and ambition... He is open to constructive criticism which shows his willingness to learn. He has a good attitude and willingly offers ideas to find solutions to meet client objectives.”

Jonathan Broadfoot — Client Service Manager
Resource Interactive

“He has shown very good initiative and competence... David is a devoted designer. Design challenges were met with strong analysis and technical insight. He is open-minded.”

Paul Wolfs — Designer
Total Identity, Total Design

“David is an absolute delight to work with. He possesses a rare and valuable combination of talent, hard-work, outgoing personality, curiosity and humility. What more can an employer, or a co-worker ask for?”

Russell J. Branaghan — Senior V.P.
Big Red Rooster

“He possess an excellent attitude and consistently takes his design studio project work well beyond the required minimum... He has exhibited leadership in the classroom, and I fully expect him to continue to do so as a working design professional.”

Paul Nini — Coordinator, Visual Communication
OSU Department of Design

“David Andre is an engaging, creative and open-minded team player that can clearly communicate point of views that are either his own, the team's, or a certain field of expertise. David adds depth to a project's definition phase by sharing his spontaneous ideas and referring to relevant information with specific sources, contributing to define the context of a project related to global trends, usability, new technologies and users' daily lifes.”

Floris H. Keizer — Senior User Interface Designer
AOL Time Warner – Netscape