



## DAVID FARLEY

designer / photographer

524 EAST LINWOOD AVENUE  
INDEPENDENCE, MISSOURI 64055  
918 344 8211

You spend your waking hours serving your customers. You leap over hurdles, and make things happen. You sweat, and sometimes even bleed. You need people who are passionate and better than good at what they do – people who don't mind rolling up their sleeves, and digging in (*even maybe break a sweat or bleed for the cause*).

### QUALIFICATIONS SUMMARY

- Creative professional with extensive experience in print, identity and interactive design
- Exceptional collaborative and interpersonal skills
- Accustomed to delivering quality in deadline-driven environments
- Self-starter with motivation to see projects through to completion
- Seasoned professional in print production (gathering quotes, reviewing proofs and press checks)
- Talented photographer with experience in product, portrait, architectural and commercial projects

### SKILLS

- Proficient with Adobe Photoshop, InDesign and Illustrator (CS3) software
- Knowledgeable with Quark and Dreamweaver
- Solid understanding of typography
- Ability to handle multiple projects and complete them in a timely manner
- Strong sense for photography and experience directing photo shoots in a creatively productive way
- In-depth knowledge of signage and ability to design understanding the process and materials available



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### HISTORY

**Designer, Photographer** | June 2006 to present  
*freelance company*

This business is focused primarily on being an overflow source for agencies across the country. I've worked on name brand client projects, and always deliver fresh solutions on time and within budget. I also provide photography services. Some of my photography has been featured on Fox News, CNN, MSNBC, WalMart.com, Target.com, Amazon.com, etc.

**Sr. Designer, Photographer** | August 2008 to July 2009  
*The Creative Department*

Worked on a number of identity, print and photography projects, including a series of magazines in the architectural industry. The principal and I also gave the firm a facelift, including a new logo, new collateral, and a new website with better clarity in the messaging.

**Sr. Designer, Photographer** | October 2005 to July 2007  
*Triad, interactive agency*

I got to work on all of the fun projects at Triad. I was brought in to handle all of the identity and print work. Interactive design was also a regular task on my schedule. In addition to design, I had the good fortune to gain a ton of experience in commercial photography.

Two of the logos that I created won Addy's for Triad.

**Sr. Designer** | September 2003 to May 2005  
*Oncore Group, a fast-paced marketing firm in the faith-based niche*

Clients ranging from Icon Productions, Warner Brothers, and Fox Searchlight to small religious organizations like Smalley Marriage Institute hired Oncore to create winning marketing campaigns to boost sales. I provided design for print and interactive that supported these campaigns. I helped grow these organizations by designing logos, brochures and basic collateral, designing websites and emails. I also directing photo shoots and managing print production.

**Art Director** | August 2002 to May 2003 (*business closed*)  
*Tulsa Cityscape Magazine, local monthly glossy rag*

At Tulsa Cityscape, I was responsible for the majority of the monthly ad creations and the entire editorial layout spreads. In addition to design, I also directed between two and four photo shoots every month for architectural features, special interest stories, etc..

### ET CETERA

- **Interactive samples:**  
[crosstimbersok.com](http://crosstimbersok.com)  
[mcclureconsultants.com](http://mcclureconsultants.com)  
[autismtulsa.org/home/index.cfm](http://autismtulsa.org/home/index.cfm)
- **Photography samples:**  
[www.johnchristner.com](http://www.johnchristner.com)  
[www.garthbrooks.com](http://www.garthbrooks.com)
- **Salary history and references are available upon request**
- **Contact info:**  
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