

David Angerer

CREATIVE DIRECTION + EXPERIENCE DESIGN

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Multidimensional creative leader who has directed and designed strategy-driven, human-centered brand and product experiences for more than 15 years.

CORE COMPETENCIES

Creative Direction, Experience Strategy, Product Design.

EXPERIENCE

BARKLEY

Experience Design Director 2014–present

Practice and service offering leader for the St. Louis office of Barkley. Principal designer and experience strategist on consumer and enterprise engagements for Monsanto, RGA, Blue Cross Blue Shield, EdwardJones, and Central Bancompany.

MANIFEST

Digital Creative Director 2010–2013

Principal creative responsible for leading ideation, concept development, and execution. Led team of ACDs, ADs, and writers on digital initiatives for Post Foods, Nestlé-Purina, Wells Fargo Advisors, Sigma-Aldrich, and Scottrade.

INTEGER

Digital Art Director 2010

Lead designer on digital work for Pella, Mediacom, and Iowa Lottery. Responsible for concept development, wireframing and prototyping, identity design, and UI design. Developed and taught classes to improve digital methods and practices.

STUDIO DA

Design Director 2008–2016

Founded independent design consultancy focused on human-centered brand experiences and capabilities. Clients included Fortune 1000 companies, agencies, and startups.

BUILD-A-BEAR WORKSHOP

Interactive Director 2008–2010

Led cross-functional 12-member Interactive team, providing creative direction, experience design, and digital strategy for company's portfolio of e-commerce websites and a popular children's virtual world.

EXPERIENCE, CONT'D

PANERA BREAD

Web Initiatives Manager 2002–2008

Provided art direction and production support for company's consumer and enterprise websites, online advertising, email marketing, and other digital touchpoints. Worked closely with marketing leadership to articulate and execute brand's digital marketing strategy.

SPECIALTY AREAS OF PRACTICE

Creative Leadership
Conceptual Design
Interaction Design
Rapid Prototyping
Information Architecture

Product Design
Design Systems
Typography
Iconography
Experience Strategy

METHODS + TOOLS

Persona Development
Journey Mapping
Experience Strategy Mapping
Storyboarding
Design Sprints
Agile UX
Style Tiles/Moodboards
Atomic Design

Sketch
Flinto
Zeplin
InVision
Adobe CC
Axure
Slack
Keynote

EDUCATION

TRUMAN STATE UNIVERSITY

BS, Biology 1997

Curriculum included design, technology, and psychology coursework.

REFERENCES

Available upon request.