

## DAVID CRIGGER

Creative Director

## PROFILE:

Name: David K. Crigger

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## EXPERIENCE:

2016 – PRESENT

**QUEST CORPORATION OF AMERICA (QCA)**  
EXECUTIVE CREATIVE DIRECTOR

- Manages a successful team of creative professionals, overseeing all aspects of creative marketing and communications design and development in a variety of print, web, video and social media concepts and campaigns.
- Provides branded print/digital content, informative collateral and proper use guidelines for public involvement/engagement materials on several major transportation projects and initiatives within the states of Florida, North Carolina and Pennsylvania. Materials include maps, flyers, brochures, renderings, websites, newspaper ads, reports, presentations, signage and more.
- Led creative team in designing a new project branding strategy to include a bold new project logo, custom website, various print collateral and provides design and supervision of additional graphic design services in support of the ongoing public information efforts behind FDOT District Seven's Interstate Improvement Project; Tampa Bay Next.
- Provides ongoing graphic design and creative support services to the busy FDOT District Five Districtwide Public Information Services contract, creating both print and digital collateral for numerous projects and initiatives including construction projects, public meetings, ground-breaking ceremonies and ribbon-cutting events.
- Supports a wide range of local, district and national clients including; FDOT (D1/D3/D5/D6/D7), HNTB, Tindale Oliver, Jacobs, AECOM, Central Florida Expressway/Wekiva Parkway, Michael Baker International, Delaware River Port Authority, Pennsylvania Turnpike Commission, etc.

2012 – 2016

**BAD RABBIT CREATIVE**  
OWNER/CREATIVE DIRECTOR

- Established, managed and designed branded media content and campaigns on a wide range of projects in multiple industries, including transportation, healthcare, finance, real estate, publishing companies and more.
- Led creative efforts in designing a new project logo and custom website in support of the Project Development and Environment (PD&E) Re-evaluation Study for the widely anticipated I-4 – Beyond The Ultimate project.
- Developed creative programs and design concepts that met business objectives and advanced the clients brand strategy.
- Produced creative print design, web design and social media content design using Adobe® Creative Cloud Suite of products, including *Illustrator*, *Photoshop*, *InDesign*, *Dreamweaver*, etc.
- Responsibly tracked and maintained production budgets and schedules on all projects and campaigns.

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## EXPERIENCE: (Continued)

2002 – 2012

## GATE SEVEN CREATIVE STUDIOS, INC.

CO-FOUNDER / CHIEF CREATIVE OFFICER / EXECUTIVE PRODUCER

- Executive Produced thousand's of hours of local, regional and national award-winning commercial advertising, docu-style reality television, broadcast specials and other on-air network promotions.
- Established and managed creative art direction on multiple projects and campaigns from concept through completion.
- Managed and maintained vendor partnerships.
- Provided quality control over all concepts and projects.

2000 – 2002

## CENTURY III AT UNIVERSAL STUDIOS, FLORIDA

VP, SALES &amp; MARKETING / CREATIVE SERVICES MANAGER

- Planned, organized, staffed, trained and managed a team of professionals in all aspects of sales and marketing to achieve the company's objectives of growth, profitability, and brand visibility.
- Maintained high level client relationships with upper management within the NBC/Universal organization.
- Provided creative/art direction and other marketing support services on various **Universal Orlando Resort** event campaigns including *Mardi Gras, Halloween Horror Nights, Summer Concert Series, etc.*

1999 – 2000

## LYCOMM AGENCY

VP, CREATIVE SERVICES / EXECUTIVE PRODUCER

- Supervised the production of creative content from concept through completion for a wide range of marketing and advertising clients.
- Directed all creative activities to maintain the high level standards of creative excellence, timeliness and consistent revenue generation, while achieving client's goals.
- Managed third-party vendor contracts, quality control and overall service production.
- Interfaced with customers, staff and crew to effectively meet production goals, communicate ideas and offer creative solutions.

1996 – 1999

## CENTURY III AT UNIVERSAL STUDIOS, FLORIDA

ACCOUNT EXECUTIVE / GRAPHIC DESIGNER

- Developed and maintained sales and key client relationships.
- Responsible for concept and design of brand marketing collateral and other print related content.

1991 – 1996

## ALL POST, INC.

ACCOUNT EXECUTIVE

- Developed and maintained key client relationships with Los Angeles' largest film and television studios, including **Warner Bros., Universal Studios, Sony** and **Walt Disney Pictures**, as well as newcomers **Turner Broadcasting** and **New Line Cinema**.
- Tasked with overseeing the company's newly developed Telecine Department and its digital mastering of Motion Picture and Episodic Television Series from their original film media to the new tape format.

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**PROFESSIONAL SKILLS:****GRAPHIC DESIGN**

Adobe Illustrator  
 Adobe Photoshop  
 Adobe InDesign  
 Adobe Flash  
 [More]

**WEB DESIGN**

Adobe Dreamweaver  
 Adobe Muse  
 WordPress  
 HTML/HTML5  
 CSS  
 [More]

**PRODUCTIVITY**

Microsoft Word  
 Microsoft Excel  
 Microsoft Power Point  
 Apple Pages  
 Apple Numbers  
 Apple Keynote  
 [More]

**OTHER**

Marketing  
 SEO  
 Communication  
 Leadership  
 Social Media  
 Networking  
 [More]

**INDUSTRY AWARDS:****ADVERTISING/DESIGN**

Over the years, I have received several local, district and national **American Advertising Federation (AAF) ADDY® Advertising Awards** in a wide range of print, web and commercial television categories, including two Silver National ADDY® Awards for Outstanding Campaign Creative.

**TELEVISION**

In addition to a Gold **ProMax/BDA** Statue for outstanding broadcast design in the highly sought after Promotional Sports Television category, I have also been honored with more than a dozen **Telly®** Awards for outstanding commercial television creative on multiple Universal Orlando commercial projects and another for the NBC/Universal Specials *"The Wizarding World of Harry Potter"*, *"Stories, Ride's, Action"* & *"The Revenge Of The Mummy – Revealed"*.

**EDUCATION:****2012 – 2013****ORANGE TECHNICAL COLLEGE – DIGITAL MEDIA/MULTIMEDIA DESIGN**

Completed more than a thousand course hours of specialized program training for certification in all software included within the **Adobe® Creative Suite** including Photoshop, Illustrator, In-Design, Dreamweaver, After Effects, Flash & Premier.

**1987 - 1988****NAVAL TRAINING SUPPORT CENTER – MECHANICAL/ENGINEERING CORE THEORIES**

Basic Civil, Electrical & Systems Engineering  
 Advanced Hydraulic Engineering  
 Advanced Pneumatic Engineering  
 Advanced Shipboard Aircraft Fire Support

**PERSONAL:****QUALITIES:**

Creativity, Leadership, Detail Oriented, Team Player

**HOBBIES:**

Traveling, Baseball, Biking, Golf, Cooking

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**MY STORY:**

Following a proud military service background as a **Naval Systems/Mechanical Engineer**, I made the hard decision to trade conflicts in Burma and Iraq for a long 27 year career in the creative/entertainment industry, starting off in Film & Television as a shipping clerk and later an Account Executive for Burbank, CA based **All Post, Inc.**

In 1996, I moved to the East Coast to accept a position as a commercial television producer, print media specialist and later as the VP, Sales & Marketing for **Century III**, a multi-media production company located on the back-lot of **Universal Studios, Florida**.

In 2002, after culminating years of creative/brand management experience, I would act on my dream to helm my own creative agency with the successful launch of **Gate Seven Creative Studios, Inc.**, an agency that would become one of Orlando's premier creative production studios.

After more than a decade of producing hundred's of hours of award-winning commercial television programming and other marketing and advertising content, I would change the logo on my business card once again to become the sole Owner and Creative Director of Sanford based **Bad Rabbit Creative**, a creative boutique that would specialize in providing high quality print, web, video and social media design services to local small businesses.

In mid 2016, I was asked to join **Quest Corporation of America (QCA)** as its Creative Director and Lead Designer, where I currently supervise a team of designers responsible for creative development of a wide range of transportation related marketing and communications content. I find myself entering 2019 seeking a new position that can offer me more creative challenges and opportunities moving forward.

**PROFESSIONAL REFERENCES:**

COLLEEN JARRELL	TEDS	407.474.8991	<a href="mailto:cjarrell@teds-fl.com">cjarrell@teds-fl.com</a>
BRUCE GRATHWOHL	BRG PUBLICATIONS	407.948.0787	<a href="mailto:brgpub@gmail.com">brgpub@gmail.com</a>

*\*Expanded portfolio and additional references are available upon request.*