

**DAVID // ARMANO**

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[www.davidarmano.com](http://www.davidarmano.com)

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**Experience:****Digitas // Creative VP/Experience Design**

October 2005 – Present

Leads interdisciplinary teams on a variety of accounts—creating exceptional experiences that satisfy and exceed customer wants, needs and desires. Leverages customer insights to fuel interactive strategies and ensures excellence in execution.

**Agency.com // Senior Creative Director**

February 2000 – October 2005 (5 years 9 months)

Developed break-through work and innovative solutions for clients HP, Bally Total Fitness, Kay Jewelers, Nuveen Investments and Grainger among others. Led highly collaborative efforts stemming from Designers, Art directors, Information Architects, Site Developers and Copywriters. Managed the Chicago staff of Designers and Art directors. Conducted formal reviews for creative staff members. Drafted experience briefs and helped develop interactive strategies for a variety of clients while proactively initiating value-add efforts. Responsible for identifying future trends and uncovering new business opportunities for both clients as well as the agency.

**JTC Advertising // Interactive Design Director**

1999 – 2000 (1 year)

Lead creative, directing all aspects of interactive projects. Won first-ever awards for interactive work done internally. Aided in developing and growing internal interactive department, resulting in new business opportunities for both interactive and traditional areas. Mentored junior level staff and collaborated with Senior Creative Director for entire agency. Developed integrated approach for interactive work, complimenting traditional campaigns and strategies.

**Chicago Tribune // Interactive Designer**

1997 – 1999 (2 years)

Planned and designed interactive stories and features. Maintained integrity of visuals throughout site ([www.chicagotribune.com](http://www.chicagotribune.com)). Created animations and interactive graphics which pushed the envelope of online journalism—aiding the Tribune in becoming an early innovator in the field. Collaborated directly with editors, brainstorming on concepts resulting in original content. Interviewed individuals, researched stories and translated content into rich multimedia experiences.

**Education:**

Pratt Institute, Brooklyn NY  
Class of '94: BFA  
Magna Cum Laude  
Computer Graphics—  
Visual Communications

**Clients:**

Allstate  
Bally Total Fitness  
Butterball  
Chicago Tribune  
Classified Ventures  
Computer Associates  
Eagle Foods  
Fifth Third Bank  
Grainger  
HP  
Harley-Davidson  
Jockey  
Kay Jewelers  
Kimberly Clark  
KitchenAid  
Midway  
Miller Brewing  
Nuveen Investments  
SC Johnson  
Smith & Hawkin

**Specialized Abilities:**

Prototyping  
Social observation  
Extreme curiosity  
Cultivating customer insights  
Creative problem solving  
Storyboarding  
Concepting  
Facilitating ideation sessions  
Persona development  
Scenario inception  
Interactive brand strategy  
Leadership  
Writing/Blogging

**Accolades:**

- HP Music:  
2005 Web Award  
Standard of Excellence
- HP Digital Entertainment:  
2005 Web Award  
Standard of Excellence
- Butterball:  
2003 Web Award  
Standard of Excellence

## **Fox News Channel // Broadcast Designer**

1996 – 1997 (1 year)

Aided in designing look of station during its launch (October, 1996). Responsible for concepting storyboards and art directing animations for various televised programs and promotions. Produced various over-the-shoulder graphics in high-pressure deadline oriented environment. Reduced costs for graphics department by designing in-house collateral such as letterheads, business cards, posters, and other related promotional pieces.

## **Columbia House // Assistant Art Director**

1995 – 1997 (2 years)

Designed graphics and layouts for youth oriented alternative music magazine. Responsibilities included execution of designs and all digital aspects of production. Participated in first-generation design of Columbia House Online.

### **Affiliations:**

- Contributor to Marketing Profs [Daily Fix Blog](#)
- Member of [FutureLab](#) marketing thought leaders
- Active Pratt Alumni
- AIGA Experience Design Community
- Illinois Institute of Design contributor

### **Interests:**

- Motorbike Aficionado
- The Outdoors
- Logic+Emotion blog ([Currently # 19 in top 25 Advertising blogs](#))
- Appreciator of all things well-designed

- Grainger.com:  
The 2002 NetMarketing 100:  
Best B-To-B Web Sites
- 1999 International Web Page Awards Finalist  
Star Wars Pinball 2000
- 1999 Gold Tower Award  
Computer Associates Interbiz  
Integrated Marketing
- 1999 Silver Tower Award  
AON Resource Group CD
- 1998 Communication Arts  
Site of The Week: The  
Chicago Tribune Internet  
Edition  
<http://www.designinteract.com/sow/030998/>
- 1994 Pratt Institute  
Pratt Circle Award