



DAVID SABEL

SENIOR GRAPHIC & BRAND DESIGNER

Visual Identity • Campaign Strategy • Creative Leadership

CONTACT

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EDUCATION

AAS in Commercial Arts
American Academy of Art
1998 - 2000

CERTIFICATIONS

- Google UX Design Certificate**
Coursera
2023 - 2024
- Motion Graphics & Visual Effects**
LinkedIn Learning
2018
- Web Maintenance and Design CE**
Harper College
2008
- Continuing education in brand strategy, UX design, AI-powered design, and modern identity systems.

REFERENCES

- Ruben Gomez**
Director of Studio Services
T: (312) 520-1857
E: Ruben.Gomez@HHGlobal.com
- Brian Fitzgerald**
Art Director
T: (847) 951-0935
E: brifitz3@gmail.com
- Todd Baer**
Graphic Designer
T: (847) 609-4787
E: ToddBaerDesign@gmail.com

CORE SKILLS

- Brand & Creative Strategy: Brand identity systems, campaign development (print, digital, social, experiential), creative direction, brand positioning & messaging, storytelling, content marketing
- Design & Production: Adobe Creative Suite (Photoshop, Illustrator, InDesign), motion graphics & video editing (After Effects, Premiere Pro), packaging, infographics, data visualization
- Digital & Interactive: UX/UI design, web & digital design (HTML/CSS, e-commerce, CMS), inclusive & accessible design, generative/AI design tools
- Collaboration & Leadership: Cross-functional teamwork, stakeholder engagement, project & vendor management, team mentorship & leadership
- Process & Execution: Brand guidelines development, workflow optimization, prepress, production oversight

PROFESSIONAL SUMMARY

Senior Graphic & Brand Designer with 25 years of experience building bold, audience-focused brand identities and campaigns across hospitality, retail, real estate, lifestyle, and technology. Known for transforming complex ideas into visually powerful solutions that increase visibility, engagement, and ROI. Skilled at balancing creative vision with business strategy, mentoring design teams, and optimizing workflows for efficiency. Clients and colleagues value my collaborative approach, creative problem-solving, and ability to deliver measurable results with 90%+ repeat and referral rates throughout my career.

PROFESSIONAL EXPERIENCE

Senior Creative Designer - InHaus Studio

HH Global / InnerWorkings / Madden Communications | Chicago, IL | 2013 - 2024

- Served as lead designer for MolsonCoors, developing brand identity and integrated campaigns across its full portfolio, including Coors Light, Miller Lite, Coors Banquet, Molson Canadian, Blue Moon, and Leinenkugel's Summer Shandy.
- Collaborated with an Art Director while guiding 3 designers in conceiving and producing high-impact campaigns, balancing creativity with client objectives to drive measurable engagement.
- Designed and implemented scalable brand assets, design systems, and guidelines that ensured consistency across all channels and touchpoints.
- Conducted market and competitor analysis to inform creative strategy, improving client satisfaction and strengthening brand positioning.
- Produced integrated collateral across digital, print, and experiential platforms, contributing to measurable ROI lifts on campaigns.
- Partnered directly with client teams to refine messaging and present creative concepts, building stronger brand clarity and lasting client relationships.
- Mentored 8 junior designers, improving creative output and team confidence, while implementing workflow and prepress process improvements that cut turnaround times and reduced production errors.
- Delivered 360 campaigns including packaging, webpages, HTML emails, and large-scale print and digital executions, always aligning visuals with brand goals and customer experience.

Creative Team Lead

Failsafe Media Company | Lake Zurich, IL | 2001 - 2013

- Supervised design and production operations, cutting errors and ensuring 99% defect-free output across CD/DVD/USB media production.
- Designed logos, packaging, brochures, and promotional materials that boosted client sales and increased sales conversions through high-quality digital and physical samples.
- Coordinated and optimized daily workflows, reducing setup time by while maintaining compliance with internal and client specifications.
- Evaluated and integrated new software and hardware, enhancing creative capacity and streamlining production.
- Verified and preflighted art files using Adobe Illustrator, Photoshop, and QuarkXPress, ensuring 100% accuracy before production.
- Attended daily cross-functional meetings to align production and creative priorities, improving efficiency and interdepartmental communication.
- Printed high-quality proofs with 95% first-submission approval, accelerating project timelines and client satisfaction.
- Troubleshoot equipment issues, performed maintenance, and supervised media duplicator setup, minimizing downtime and increasing production capacity.
- Managed inventory, ordering, and vendor relationships to avoid stock shortages and delays.
- Collaborated with developers, printers, and vendors to ensure seamless production and delivery of creative materials.

Freelance Creative Director & Designer

David Sabel Creative | Harvard, IL | 2000 - Present

- Built brand and identity systems (logos, packaging, websites, campaigns, promotional items) for clients, increasing visibility and engagement.
- Consulted on brand positioning, messaging, and customer experience, maintaining a 90%+ repeat/referral client rate.
- Produced motion graphics, videos, and multimedia content supporting launches, events, and digital engagement.
- Adapted quickly to emerging design tools and platforms, staying ahead of industry shifts and client needs.