







DAVID SABEL

SENIOR GRAPHIC & BRAND DESIGNER | VISUAL IDENTITY & CREATIVE STRATEGY

CONTACT

 **Harvard, IL 60033**
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 **DavidSabelCreative.com**

EDUCATION

AAS in Commercial Arts
American Academy of Art -2000

CERTIFICATIONS

Google UX Design Certificate
Coursera -2024

Web Maintenance and Design CE
Harper College - 2008

- Ongoing professional development in brand strategy, guest experience design, and identity systems.

REFERENCES

Ruben Gomez
Director of Studio Services
T: (312) 520-1857
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Brian Fitzgerald
Art Director
T: (847) 951-0935
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Todd Baer
Graphic Designer
T: (847) 609-4787
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Chris Capcik
Avery Funding (Client)
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PROFESSIONAL SUMMARY

Versatile Senior Graphic & Brand Designer with 20+ years of experience creating brand identity systems, marketing campaigns, and multi-channel design solutions that drive customer engagement and business growth. Skilled at combining hands-on creative execution with strategic brand development to deliver consistent, scalable visual systems across hospitality, retail, and lifestyle industries. Proven track record of leading teams, optimizing workflows, and achieving measurable results such as 30% engagement lifts, 25% ROI increases, and 15% efficiency gains.

PROFESSIONAL EXPERIENCE

Freelance Creative Director & Designer

David Sabel Creative | Harvard, IL | 2001 - Present

- Built and managed a successful freelance design practice delivering branding, digital, and print solutions for clients across hospitality, retail, real estate, tech, and lifestyle sectors.
- Created brand identity systems including logos, typography, color palettes, and style guides, helping businesses establish clear, consistent visual presence.
- Designed and developed websites and digital experiences with a focus on usability, responsive layouts, and brand storytelling, leading to measurable increases in site engagement and conversions.
- Produced high-impact marketing collateral—brochures, signage, event graphics, social campaigns that boosted client visibility by up to 40%.
- Delivered motion graphics, video editing, and multimedia campaigns that elevated social and digital engagement rates.
- Provided photography and image retouching services to strengthen brand storytelling and enhance marketing assets.
- Designed packaging and promotional materials that directly supported product launches and sales growth.
- Consulted on brand positioning, content strategy, and customer journey mapping, ensuring creative aligned with business objectives and user needs.
- Managed end-to-end client relationships from discovery through delivery, achieving a 90% repeat and referral rate through collaboration, creativity, and consistent results.
- Oversaw project scoping, proposals, and vendor coordination, ensuring projects were delivered on time, on budget, and at the highest quality standards.

Senior Creative Designer - InHaus Studio

HH Global / Innerworkings | Chicago, IL | 2019 - 2024

- Led design of brand identity systems and multi-channel campaigns for hospitality and retail clients, strengthening recognition and increasing engagement by 30%.
- Partnered with marketing leadership to align brand visuals with positioning and customer journey goals, boosting digital brand awareness by 20%.
- Designed scalable brand assets, ensuring consistency across digital, print, and experiential touchpoints.
- Developed brand audits and competitor analysis to refine brand differentiation and storytelling.
- Oversaw a creative team of 3, ensuring adherence to brand guidelines while achieving a 100% on-time project record.

Creative Designer - InHaus Studio

Madden Communications | Wood Dale, IL | 2013 - 2019

- Directed design initiatives for hospitality and retail brands, delivering campaigns that increased engagement by 30% and boosted brand awareness by 20%.
- Developed scalable brand identity systems to ensure consistency across digital, print, and event touchpoints.
- Led and mentored 3 designers, maintaining a 100% on-time project record and improving creative output.
- Conducted brand audits and competitive research to refine creative direction and strengthen positioning.
- Introduced process improvements that reduced turnaround times by 15% while maintaining quality.

Creative Team Lead

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

- Supervised production and design operations, reducing production errors by 40% through process optimization.
- Designed logos, packaging, and marketing collateral that contributed to a 15% increase in client sales conversions.
- Streamlined design file preparation, reducing setup time by 75% while improving print and digital output quality.
- Managed vendor coordination and quality control, ensuring 99% defect-free production across CD/DVD/USB media.
- Researched and introduced new hardware/software, expanding design capabilities and reducing downtime.

CORE SKILLS

- Graphic Design & Brand Identity Systems
- Creative Direction & Campaign Strategy
- Visual Storytelling & Content Marketing
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Social Media & Multi-Channel Campaign Design
- Motion Graphics & Video Editing
- UX/UI Design, Wireframing & Prototyping
- Brand Guidelines & Consistency Governance
- Stakeholder & Executive Collaboration
- Project Leadership & Workflow Optimization
- Inclusive & Accessible Design (WCAG Compliance)
- Team Mentorship & Cross-Functional Leadership