DAVID SABEL

SENIOR HYBRID GRAPHIC, BRAND, AND UX/UI DESIGNER
Visual Identity Systems • Brand Strategy • UX/UI Leadership • Design Thinking • Art Direction

CONTACT

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🌐 **DavidSabelCreative.com**

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
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Brian Fitzgerald
Art Director
T: (847) 951-0935
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Todd Baer
Graphic Designer
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PROFESSIONAL SUMMARY

Senior Hybrid Graphic, Brand, and UX/UI Designer with 25 years of experience, including 10+ years integrating strategic brand development, user-centric UX/UI solutions, and high-impact visual design across hospitality, retail, real estate, lifestyle, and technology sectors. Excelled in leading cross-functional teams to transform complex business challenges into cohesive design systems that enhance user engagement, drive ROI, and ensure brand consistency. Expertise in Design Thinking, Stakeholder Management, and Art Direction delivers measurable results, such as 90%+ repeat and referral rates, through innovative strategies that balance creative vision with accessibility standards (WCAG) and data-driven insights.

PROFESSIONAL EXPERIENCE

Senior Creative Designer - InHaus Studio
HH Global / InnerWorkings / Madden Communications | Chicago, IL | 2013 - 2024

- Directed brand strategy and visual identity systems for MolsonCoors portfolio, including Coors Light, Miller Lite, Coors Banquet, Molson Canadian, Blue Moon, and Leinenkugel's Summer Shandy, integrating UX/UI principles to optimize user flows and enhance campaign engagement across digital and print platforms.
- Led art direction for high-impact campaigns, guiding 3 designers in concept development while incorporating Design Thinking methodologies to align creative outputs with client objectives, resulting in improved brand positioning and measurable ROI increases.
- Engineered scalable design systems and brand guidelines, ensuring consistency across all touchpoints through information architecture and accessibility (WCAG) compliance, strengthening client satisfaction and cross-channel user experiences.
- Conducted user research and competitor analysis to inform brand strategy, facilitating A/B testing and iterative UX/UI refinements that elevated audience engagement and clarified messaging.
- Orchestrated integrated collateral production spanning digital, print, and experiential formats, leveraging prototyping tools like Figma to develop user-centric solutions that contributed to significant ROI lifts.
- Spearheaded stakeholder management with client teams, refining UX/UI wireframes and presenting creative concepts to build enduring relationships and deliver precise brand clarity.
- Mentored 8 junior designers in cross-functional leadership, optimizing workflows with prepress improvements that reduced turnaround times by 20% and minimized production errors, fostering team confidence and efficiency.
- Delivered 360-degree campaigns encompassing packaging, webpages, HTML emails, and large-scale executions, applying usability testing to align visuals with brand goals and enhance customer experiences.

Creative Team Lead
Failsafe Media Company | Lake Zurich, IL | 2001 - 2013

- Supervised design operations and brand identity development, achieving 99% defect-free output across CD/DVD/USB media by implementing design systems that integrated visual hierarchy and UX/UI best practices.
- Innovated logos, packaging, brochures, and promotional materials, employing Art Direction and user flows to boost client sales conversions by 15% through high-quality digital and physical prototypes.
- Optimized daily workflows and information architecture, reducing setup times by 25% while ensuring compliance with brand guidelines and accessibility standards (WCAG).
- Evaluated and integrated new software/hardware, enhancing creative capacity through Design Thinking and stakeholder collaboration, streamlining production for cross-functional teams.
- Verified art files using Adobe Illustrator, Photoshop, and QuarkXPress, ensuring 100% accuracy via rigorous usability testing and preflight processes before production.
- Facilitated daily cross-functional meetings to align priorities, improving efficiency and communication while incorporating A/B testing to refine visual and UX/UI elements.
- Produced high-quality proofs with 95% first-submission approval, accelerating project timelines through strategic brand strategy and user-centric design adjustments.
- Resolved equipment issues and supervised duplicator setups, minimizing downtime by 30% and increasing production capacity with proactive vendor management.
- Managed inventory and vendor relationships, preventing shortages and delays while maintaining brand consistency across all deliverables.

Freelance Creative Director & Designer
David Sabel Creative | Harvard, IL | 2000 - Present

- Architected comprehensive brand identity systems, including logos, packaging, websites, and campaigns, utilizing UX/UI wireframing and prototyping to increase client visibility and engagement by 25%.
- Consulted on brand positioning and customer experience strategies, achieving 90%+ repeat/referral rates through Design Thinking, stakeholder management, and iterative A/B testing.
- Produced motion graphics, videos, and multimedia content for launches and events, integrating information architecture and accessibility (WCAG) to support digital engagement and user flows.
- Adapted to emerging tools and platforms, leading art direction in generative/AI design to stay ahead of industry trends and deliver innovative, user-centric solutions.

CORE SKILLS

- **UX/UI & Research**: UX/UI Design, User Research, Wireframing, Prototyping (Figma, Sketch), Information Architecture, Usability Testing, A/B Testing, User Flows, Accessibility (WCAG), Design Thinking, Inclusive Design

- **Brand & Visual Identity:** Brand Strategy, Visual Identity Systems, Design Systems, Brand Guidelines, Art Direction, Campaign Development (Print, Digital, Social, Experiential), Storytelling, Content Marketing, Packaging, Infographics, Data Visualization

- **Tools & Technology:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Motion Graphics & Video Editing (After Effects, Premiere Pro), Web & Digital Design (HTML/CSS, E-commerce, CMS), Generative/AI Design Tools, Project Management Software

- **Collaboration & Leadership:** Cross-functional Leadership, Stakeholder Management, Team Mentorship, Vendor Management, Workflow Optimization, Prepress & Production Oversight