

DAVID SABEL

Senior Creative Designer | Strategic Brand & Visual Governance Leader

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PROFESSIONAL SUMMARY

Strategic Creative Leader with 25 years of experience architecting brand identity systems and visual governance for B2B and institutional scalability. Expert at bridging the gap between high-level brand strategy and technical execution across UX/UI, motion graphics, and AI-augmented design workflows. Proven track record of leading cross-functional teams to transform complex business challenges into cohesive, accessible design systems that drive measurable ROI and long-term brand equity. Recognized for building "Neutral Authority" within B2B brand systems, ensuring professional scalability and institutional consistency across global markets.

CORE COMPETENCIES

- **Strategic Design Leadership:** Creative Direction, Brand Governance, Stakeholder Management, Team Mentorship.
- **Experience Design (UX/UI):** User Research, Information Architecture, Wireframing, Prototyping, Usability/A/B Testing.
- **Visual Identity & Governance:** Global Brand Systems, Visual Storytelling, Accessibility (WCAG), Brand Standards.
- **Executive Project Management:** Resource Allocation, Vendor Coordination, Agile & Lean UX Methodologies.
- **Hybrid Media Production:** Motion Graphics, Sound Design, Video Editing, Industrial/3D Prototyping.

PROFESSIONAL EXPERIENCE

Senior Creative Designer | InHaus Studio *HH Global / InnerWorkings | Chicago, IL | 2013 – 2024*

- **Global Brand Governance & Visual Strategy:** Directed high-level brand strategy and visual identity systems for the **Molson Coors** portfolio, ensuring institutional consistency for global assets including **Coors Light, Miller Lite, Blue Moon, Molson Canadian, Vizzy Hard Seltzer, Leinenkugel's, Peroni, and Topo Chico**.
- **Tier-1 Strategic Partnerships:** Orchestrated design execution and brand alignment for premier cross-promotional initiatives involving **Disney, Target, Coca-Cola, Crate & Barrel, NASCAR, ESPN, Harley-Davidson, the NFL, MLB, NHL, and UFC**.
- **Multi-Sector Brand Management:** Led design governance and campaign execution across a diverse roster of institutional clients including **Chase Bank, Allstate, Costco, Pringles, Nabisco, Planters, and Johnsonville**.
- **Strategic Team Leadership:** Led cross-functional design teams through complex conceptualization using Design Thinking to align creative output with executive business objectives and global ROI targets.
- **System Scalability:** Engineered scalable guidelines and digital design systems that integrated UX/UI principles and WCAG accessibility standards, strengthening cross-channel user experiences.
- **Operational Excellence:** Optimized production workflows for national retail rollouts, reducing turnaround times by 20% while maintaining a 100% on-time delivery record for high-stakes campaigns.

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

- **Systems Architecture:** Architected and governed comprehensive brand identity systems across physical and digital media, achieving 99% defect-free output for institutional clients.

- **Revenue Growth:** Innovated conversion-centric packaging and promotional frameworks that directly contributed to a 15% lift in client sales.
- **Operational Transformation:** Engineered high-efficiency workflows and information architecture that reduced project setup times by up to 75% while scaling creative capacity.
- **Technological Integration:** Led the evaluation and cross-functional implementation of emerging design and production technologies to maintain competitive market positioning.

Freelance Creative Director & Designer | David Sabel Creative McHenry, IL | 2000 – Present

- **End-to-End Brand Architecture:** Serve as a lead consultant for diverse market sectors, architecting holistic brand identity systems that consistently increase client market visibility by 25% to 40%.
- **Experience Strategy:** Orchestrate customer journey mapping and brand positioning strategies, achieving a 90%+ client retention and referral rate through "Neutral Authority" and high-level stakeholder alignment.
- **Multimedia Innovation:** Direct the production of high-impact motion graphics and AI-augmented creative content to support global launches and digital engagement initiatives.
- **Visual Governance:** Author comprehensive brand standards and governance frameworks for growing B2B entities to ensure long-term professional scalability.

TECHNICAL STACK

- **Design:** Adobe Creative Cloud (Expert Level), Figma, Sketch, Procreate.
- **AI & Strategy:** Midjourney, Leonardo, Jasper, Gemini, ChatGPT (Workflow Automation & Ideation).
- **3D & Fabrication:** Blender, Cinema 4D, OrcaSlicer (3D Printing Workflow).
- **Motion & Sound:** After Effects, Premiere Pro, Ableton Live, Logic Pro X.
- **Operations:** Adobe Workfront, Microsoft 365, Google Workspace, Agile/Scrum Methodologies.

EDUCATION & PROFESSIONAL SPECIALIZATIONS

Academic Foundation

- **AAS in Commercial Arts** | American Academy of Art, Chicago, IL (1998–2000)

Post-Graduate & Professional Certifications

- **Google UX Design Professional Certificate** | Coursera (2023–2024)
- **Motion Graphics & Visual Effects** | LinkedIn Learning (2018)
- **Web Maintenance and Design CE** | Harper College (2008)

Continuing Strategic Development

- **Brand Governance & Global Identity Systems**
- **Generative AI & Emerging Design Workflows**
- **Accessibility (WCAG) & Inclusive Design Standards**

REFERENCES

- **Ruben Gomez:** Director of Studio Services, HH Global | (312) 520-1857
- **Brian Fitzgerald:** Art Director | (847) 951-0935
- **Todd Baer:** Graphic Designer | (847) 609-4787