

David Delmar

portfolio

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<http://tidalsphere.com>

## CAREER HIGHLIGHTS

With over twelve years as a design professional – leading most major forms of collateral from concept through completion – I balance an inspired aesthetic sense with clear messaging and audience engagement. I have experience with diverse audiences – public clients and customers, donors and investors, employees and institutions – with skill at inspiring a team and a passion for elegant design principles. I am continually educated on the latest technologies in digital production, and enthusiastic about compelling media experiences. With an ability to excel independently and gracefully bringing together ideas for positive results, I see the big picture while getting down to the crucial details.

## SKILLS / QUALIFICATIONS

### Web Design

- Current knowledge of HTML/CSS techniques (design and front-end development), with an understanding of SEO and cross-browser compatibility; Adobe Dreamweaver background
- Eye for color, layout, imagery for knockout designs and experience with relevant technical requirements
- Training in implementing site updates and alterations in a CMS environment, including WordPress
- Understanding of JavaScript/jQuery for an intuitive user experience (UX)

### Digital & Print Design

- Superior knowledge of InDesign and Photoshop; experience with Illustrator, Acrobat (Win/Mac), Office Suite
- Brochures, (e)newsletters, reports, presentation materials, signage, programs, logos, business cards, posters, invitations, advertising, promotional items – all associated file formats, standards, and outstanding appeal
- Deep understanding of typography and color management for translation of concepts between print and web
- Digital photography, with skill in image processing, retouching, and creative editing

### Marketing & Communications

- Experience managing a brand across all channels for cohesive appearance, design strategy and messaging
- Social media savvy – engaging the public with posts, building followers, online advertising, tracking metrics
- Mastery of language for intelligent copy to convey human interest, cultural respect and professionalism

### Video & Audio Production

- Creative eye for editing with Final Cut Pro X and an ability to cut to the heart of the story
- Shooting with Nikon/Canon DSLR cameras/lenses; knowledge of related file formats, frame rates, codecs
- Experience working with a video crew, providing direction, timeline, and a comfortable presence
- Extensive background in audio production – recording voice/interview and music with multiple microphones in studio and on-location settings, mixing and editing; composing and sourcing soundtracks

## EXPERIENCE

### Fred Hutchinson Cancer Research Center | Seattle, WA

#### Web Producer | June 2012 – Present

Manage new and updated communications – websites (WordPress, HTML/CSS), newsletters – for DefeatHIV, Breast Health Global Initiative, and other Center projects. Lead video editor, sound recordist and co-director on research videos. Produce research lab microsites; point person for photo selection, color, formatting, moving content to Adobe CQ CMS. Design of logos, brochures, presentations, grants.

### Silverlign Group, Inc. (GSI Commerce, a division of eBay) | Seattle, WA

#### Web Developer (contract) | May 2012

Front-end development (HTML/CSS, some JavaScript/jQuery) on high visibility sites including a mobile site for Driscoll's berries, Driscolls.com, and a server product site for Cisco Systems, Inc.

### Tidal Sphere (freelance) | Seattle, WA

#### Communication Design | July 2011 – April 2012

Clients/Projects include AppPicker.com, Julie Costanzo, Digital313, RIM Advisory, Surati Management Group, Health Care PC Training. Business branding and web design – PowerPoint presentations, WordPress sites, photography, pitch books, logos, business cards – with a crisp attention to detail. Online Producer of music site OceanTone.com – web development, audio/video production, and database.

### POP | Seattle, WA

#### Web Developer (contract) | November 2011

Front-end development (HTML/CSS) at POP for Amazon Kindle.

### Hearing, Speech & Deafness Center | Seattle, WA

#### Publications Manager | September 2006 – June 2011

Managed agency brand look and feel as well as story across multiple channels – print, online, email, retail point-of-purchase and building signage. Responsible for designing and approving all public communications – website, newsletters, advertising, fundraising and marketing collateral – leading projects from vision through creation, working with each department and the CEO for consistent, effective messaging. As a United Way funded nonprofit, priorities included community service, fiscal responsibility, and ADA accessibility.

#### Publications & Graphic Design | September 2000 – September 2006

Designed and coordinated production and mailing of communication and marketing materials, approving printing and publications of all departments. Created agency newsletters (content writing and layout), marketing brochures, forms, flyers, signs, catalogs, annual reports and advertising. Maintained relationships with vendors and printers. Staff photographer for portraits, client literature, and agency events.

#### Equipment Specialist | September 1999 – September 2000

Designed and published comprehensive product catalog for HSDC Store, retailer of assistive communication devices for Deaf & hard of hearing people. Created print ads and promotional collateral. Provided retail sales support, direct to customer and business sales of sound system accessibility equipment.

## EDUCATION

Seattle Central Community College | Seattle, WA | Web Design & Development, Music | 2010-2011 |

Dean's List, President's List

University of Oregon | Eugene, OR | English Literature, Creative Writing | 1996-1997

Lewis & Clark College | Portland, OR | English Literature, Fine Art | 1993-1994

## PROJECTS LINKS

### Web Sites

Thompson Group | [research.fhcrc.org/thompson/en.html](http://research.fhcrc.org/thompson/en.html) | adapted content into Adobe CQ CMS

defeatHIV | [defeathiv.org](http://defeathiv.org) | customization and updates in WordPress template

Cisco Systems, Inc. | [cisco.com/en/US/products/index.html](http://cisco.com/en/US/products/index.html) | HTML/CSS layout from .psd, part of large team

Driscoll's | [driscolls.com/recipes](http://driscolls.com/recipes) | CSS editing to match .psd, part of large team

Health Care PC Training | [healthcarepctraining.com](http://healthcarepctraining.com) | customization in WordPress template

Julie Costanzo | [juliecostanzo.com](http://juliecostanzo.com) | original design and development using WordPress and jQuery

Ocean Tone | [oceantone.com](http://oceantone.com) | original design and development using jQuery and PHP/MySQL

### Videos

**Videos edited for the Fred Hutchinson Cancer Research Center.** For these projects I did the on-set and remote audio recording of interviews, directed the b-roll shoots in the research labs, did all of the video editing in Final Cut Pro X, and composed original soundtracks in Apple Logic Pro (the last of these also has licensed music).

defeatHIV | <http://www.youtube.com/watch?v=IASLpZPu-k0>

Malik Lab | <http://vimeo.com/54392117>

Jerome Lab | <http://vimeo.com/56658001>

Biggins Lab | <http://vimeo.com/61820328>

**Design, photography and print samples** | <http://tidalsphere.com>



June 24, 2011

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This letter is an unqualified recommendation and letter of support for David Delmar.

I had the great fortune to work with David at the Hearing, Speech & Deafness Center for eleven years as his supervisor and colleague. His time with us was not only incredibly beneficial to the organization, it was one of the most fun and fulfilling professional experiences in my thirty-nine year career. David is talented, ethical, intelligent, skilled and has exceptional interpersonal skills.

Mr. Delmar has been our graphic designer and publications manager over these years. He has been in charge of design, content, messaging and overall look for all materials used both internally and externally for the Center. His work has often been inspired and he has helped lead us to a more professional yet accessible image. His work not only communicates to several different audiences, he has had several different "clients" within the agency as he's worked on their materials. He truly listens to his clients and translates their goals into successful publications for their use.

What makes David such an amazing employee is the combination of assets he brings to the table. He's not only a skilled artist, designer, photographer, writer, web designer, and musician, he brings his ability to work across skills, cultures and even languages as he has worked with our Deaf staff and clients. He is calm and generous. He is patient and truly listens to develop a real understanding of the need. He is consistent in his ethics and environmental concerns. And he is quick to pitch in wherever help is needed without hesitation or complaint. He is the quintessential team player.

David was and is loved and respected by the staff. He gave so much to the Hearing, Speech & Deafness Center and we are far better for his time with us. He will no doubt be an incredible asset to whatever company is lucky enough to have him.

Sincerely,

Susie Burdick, CEO

## Susie Burdick, CEO

Hearing, Speech & Deafness Center

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