



DAVID IRLANDA
ART DIRECTOR

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PERSONAL STATEMENT

I am an experienced Art Director specializing in key art design, advertising, branding, photography and online graphics for television and film. I pride myself on being an excellent problem solver; troubleshooting issues that may arise. This skill translates into my design work by being able to find creative solutions to difficult issues.

EXPERIENCE



Freelance Art Director/Photographer, David Irlanda Design & Photography, Austin (2013-Present)
Conceptualize, plan and design print, broadcast, and web graphics for such television and film companies as Showtime, HBO, FX, TBS, TNT. Worked with clients to deliver a product above and beyond their original vision.



Art Director, SHOWTIME, NYC (2019-2021)

Responsible for the conceptualization and design of a wide range of projects including key art for original series, documentaries and sports events, consumer and trade ads, out-of-home tactics, environmental graphics, marketing campaigns, press kits, logos, and collateral materials. Developed and oversaw all aspects of a job from concept through mechanical stage. This includes directing the studio in the development of comps, signing off on mechanicals, reviewing matchprints, attending press runs and assisting at photoshoots. Responsible, and accountable, for the finished creative, expenditures, and schedule requirements of assigned jobs.



Freelance Art Director, Leroy & Rose (2014-2019)

Freelance Art Director focused in Entertainment Advertising and Marketing.



Freelance Art Director, Stun by Ink (2016-2019)

Freelance Art Director focused in Entertainment Advertising and Marketing.



Freelance Art Director, Cold Open (2017)

Freelance Art Director focused in Entertainment Advertising and Marketing. Worked on projects for HBO, Showtime, and FX.



Freelance Art Director, HOOK (2016-2019)

Freelance Art Director focused in Entertainment Advertising and Marketing. Worked on projects for YouTube Originals.



Senior Graphic Designer, SiriusXM Radio, NYC (2008 - 2013)

Designed all promotional material for Sirius Satellite Radio including posters, store displays, one sheets, channel guides, billboards, and ads, among other things. Also responsible for quality control, files organization, pre-flight for output, mock-ups of mechanicals and uploading files to network servers. Routed mechanicals to traffic coordinator where it was proofread. Insured all designs met strict brand guidelines.

EDUCATION

Nassau Community College, Associate Degree-Commercial Art, Magna Cum Laude, 3.8 GPA
Academy of Art College, Graphic Design, Scholarship Award

SKILLS

Advanced knowledge of the very latest versions Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Adobe Dimension. Experience with Cinema 4D and more.

AWARDS & HONORS

IMPawards.com 2019 Winner Best TV Documentary Poster - The Deported, Agency: Hook
Awarded 1st place in design competition sponsored by the American Cancer Society
Full scholarship to Academy of Art University based on portfolio
Featured in Abduzeedo.com's Collaborations competition
Magna Cum Laude, Nassau Community College

INTERESTS

Photography, film, drawing, DIY projects