

David K. Hanshaw

dkhanshaw@gmail.com

Studio Manager | UX Designer | Instructional Designer | Project Manager

m.512.789.6346

Creative, energetic, and results-oriented professional with over twenty years of progressive experience in advertising, marketing, and publishing. Advanced expertise in digital media and print collateral from concept to production, including content development, creative direction, team management, production oversight, and the utilization of AI-based technologies. Respected manager with a genuine desire to mentor and guide teams to peak performance. Skilled in creating and implementing actionable strategies to achieve both short-term and long-term goals, with a strong focus on perfecting and streamlining processes.

History

UX & Instructional Designer | GradiPLY | 2023 to 2024

Designed and developed an eLearning platform for GradiPLY.com, an online resource dedicated to college success, emphasizing interactive, engaging content to support students' academic journeys.

- Developed content for 17 comprehensive video modules covering key academic challenges, pairing visuals with narrative voiceover to ensure clarity and engagement.
- Developed presentations and infographics in Adobe Illustrator and PowerPoint as foundational video content; edited videos using Adobe Premiere to create polished, accessible modules.
- Designed and built the responsive eLearning platform using Figma and Bubble.io.
- Leveraged AI technologies for editorial, voiceover and virtual spokesperson.

Studio Manager | Boundless (formerly HCB Health) | 2013 to 2021

Supervised workloads of multiple production artists for advertising projects, including print collateral, outdoor signage, presentation materials, event graphics, websites, banners, and apps for high-profile clients such as Texas Oncology and Alcon.

- Spearheaded implementation of standard operating procedures for company's digital asset management, as well as organization of client asset libraries.
- Trained all new employees on agency processes and project workflows to ensure seamless integration.
- Revamped company server structure and naming conventions, and led company-wide training to ensure effective adoption.
- Developed a comprehensive checklist for print project release to ensure quality and consistency.
- Implemented in-house photography and videography for employee headshots and company video content.

Senior Studio Artist | VML (formerly AdPeople Worldwide) | 2008 to 2013

Lead Studio Artist for online Flash advertisements and Photoshop-based email campaigns for Dell Inc. Produced offline catalogs, direct mail pieces, magazine and newsprint ads, and other print collateral for clients including Dell and Citibank.

- Responsible for the creation of global print templates for print ads, direct mail, fax, and small catalogs.
- Established internal studio production automation solutions.
- Collaborated with Copenhagen developers to implement DellShare, an InDesign Server-based production automation tool. Developed training materials and led client-facing training sessions on DellShare automation solutions.

Owner/Creative Director | D.K.Hanshaw Design | 2005 to 2008

Managed, designed, and produced print and web marketing materials for a diverse client list including Houghton Mifflin Harcourt Design Development, Hewlett-Packard, Cisco, and Polycom.

- Partnered with the Human Productivity Lab to provide marketing solutions in the form of Flash delivered video.
- Videography, editing, and output to DVD and Web for over 50 video projects.
- Managed projects by coordinating both internal graphic designers and external freelancers.

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History (continued)

Digital Designer | Digital Cheetah | 2004 to 2005

Created dynamic websites and online applications that engaged current and potential customers, enhancing client online presence with a focus on information architecture and usability.

- Art directed, designed, and produced multiple projects simultaneously in a fast-paced environment.
- Utilized HTML, PHP, CSS, and JavaScript coding.

Applications Specialist | HMH (formerly Harcourt Achieve) | 2001 to 2004

Executed the art direction, design, and production of print and digital elements for textbooks and multimedia for grades K-12 and adult education.

- Collaborated with the New Media Department to develop innovative and competitive designs.
- Initiated and led technical training of the 30+ member Design Department.
- Developed “Electronic Production Guidelines” for Design Department desktop publishing best practices.
- Won 1st place awards for work on Harcourt Supplemental Publishers’ Steck-Vaughn “*History of Our World*”, and “*Shutterbug Books*” from the 18th Annual New York Book Show.

Applications Engineer/Graphic Designer | UNOS | 1999 to 2000

Led the complete redesign of multiple websites, overseeing content management, information architecture, art direction, design, production, and ongoing graphic maintenance.

- Art directed, designed, and produced various print and digital media.
- Interacted directly with developers to ensure cross-platform compatibility and overall integrity of sites.

Art Director | TBWA/Chiat/Day | 1998 to 1999

Supervised both print advertising and collateral production to ensure quality and consistency of all regional marketing materials under extremely tight deadlines.

- Art directed, designed, and produced newspaper, magazine, and outdoor advertising for the South Central region Nissan account.

Film Production

The Game of Life | Short film | Writer, Director, Producer, Editor, Actor, Graphic Designer (link available on request)

The Klempetti Exercise Video | Short film | Writer, Director, Producer, Editor, Actor, Production Designer

Resistance 3 | Commercial | Graphic Designer, Carpenter

Flight of the Living Dead | Film | Graphic Designer, Set Dresser, Prop Maker

Technical Proficiency

InDesign, Photoshop, Illustrator, XD, Premiere, After Effects, PowerPoint, Office, Final Cut Studio, Sketch, Figma, Workfront, and a working knowledge of Motion, Camtasia, Articulate Storyline 360 and Rise

Education

Bachelor of Arts | Studio Art | The University of Texas at Austin | Dean’s List

Continued Education and Training

- Accessibility for Web Design | LinkedIn Learning
- Y&R Lean Six Sigma | Yellow Belt Certification
- Information Architecture for the World Wide Web | Westlake Internet Training
- Presenting Data and Information | Edward Tufte