

DAVID TRISTMAN

ART DIRECTOR / ILLUSTRATOR / CODER / TEACHER

15+ years experience designing for clients in the areas of native advertising, beauty & fashion, illustration & animation, healthcare/pharma, financial & corporate, luxury and consumer goods. Experienced responsive front-end coder and Wordpress developer.

2012 – 2017 ● **ART DIRECTOR/DEVELOPER** *WSJ. Custom Studios*
Art directed custom content, paid programs, and native advertising for clients of *The Wall Street Journal*. Designed ad units, custom articles, infographics, and microsites. Wordpress theme development and front end coding.

2010 – 2017 ● **DESIGNER/DEVELOPER** *Freelance, various*
Art direction and coding. Clients included *BNY Mellon, Dow Jones, L’Oreal, Euro RSCG/Havas, Warner Music Group, The Washington Post, and HBO*. Designed and built ad units, microsites, animations, PowerPoint presentations, HTML emails, and websites. Content areas included consumer products, luxury, beauty & fashion, pharma, corporate/financial.

2012 ● **DESIGNER/ANIMATOR** *“Electoral Dysfunction” documentary*
Designed hand-drawn series of broadcast quality animations and graphic elements for the documentary film *Electoral Dysfunction*, screened nationwide and on *PBS*. Created multiple pieces of footage and motion graphics and digitally sequenced with audio in *AfterEffects*.

2007 – 2010 ● **ART DIRECTOR/DEVELOPER** *Rosetta Marketing Group*
Senior designer for marketing agency with corporate, consumer, and healthcare clients. Art direction and production on projects ranging from rich media ad units to full website designs.

2006 ● **DESIGNER/ANIMATOR** *“Lucky Louie”, HBO*
Created broadcast quality animated intro sequence for the *HBO* television series, *“Lucky Louie.”* Designed and produced hand-made imagery and animation sequenced in *AfterEffects*.

2003 – 2006 ● **SENIOR DESIGNER** *Matrix, L’Oreal*
Designed and assisted in development of consumer-facing interactive materials for *L’Oreal* beauty products brand, *Matrix*. Design direction for ad units, rich media pieces, microsites, and websites.

2000 – 2014 ● **INSTRUCTOR** *Parsons School of Design, NYU, Pratt Institute*
Planned and led courses in web development concepts and techniques, including HTML, CSS and web standards. Developed course materials and seminars primarily in website design and production methods.

CONTACT

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SOFTWARE

Photoshop, Illustrator, InDesign, Dreamweaver, Animate, AfterEffects, Premiere, Sketch, PowerPoint, KeyNote

CODE

HTML & CSS, JavaScript, JQuery, Wordpress

MISC.

Basecamp, Trello, Invision