

---

David Potthast  
david@dpstuidolab.com

636.219.9571

6 Pothast Dr. Lake Saint Louis, MO 63367

twitter

email

website

---

## Education

Master of Fine Arts  
Fontbonne University  
St. Louis, MO

Master Arts  
Fontbonne University  
St. Louis, MO

Bachelor of Fine Arts  
Kansas City Art Institute,  
Kansas City, MO

---

## Skills

### Essential

- High Interpersonal, Presentation, & Oral Skills
- Imaginative & Creative Problem Solver
- Dedicated & Determined
- Efficient & Effective
- Concept & Detail Driven

### Graphic Design

- Adobe CC
  - Photoshop
  - DreamWeaver
  - Illustrator
  - InDesign
  - XD (Beta)
  - Character Animator
  - After Effects
- Web Design
  - HTML5
  - CSS3
  - Responsive Design
  - Javascript/JQuery
  - Literate
  - UX (Qualitative, Evidence-Based)
- Page Layout
- Branding
- Typography
- Package Design

---

## Experience

### Adjunct Professor - Graphic Design | 2012 - Present

- **St. Charles Community College:** Web Design, Digital Art Studio, Digital Imaging & Illustration, Motion Graphics
  - Co-Chaired the Graphic Design Department for Fall 2016
- **East Central College:** Web Design I and II, Digital Imaging: Photoshop I
- **Lindenwood University:** Introduction to Graphic Design, Digital Imaging, Fundamentals of the Internet
- Engage, educate & evaluate student body in best practices, history, & techniques of graphic design & image manipulation; design for current & future proof web standards of html5 & css3, including responsive design.
- Effectively educate students on judicious production of their designs into viable, & meaningful layouts & sites.
- Fully involve students in design processes from conception to completion: project scopes, site maps, wire-framing, design, & implementation.

### Freelance Designer | dpstudiolab; O'Fallon, MO | 2007 - Present

- Conceive & complete engaging, effective, & deliberate material (physical, digital, interactive) based on clients' identity standards & voice.
- Establish legible and relatable style guides for design implementation across multiple platforms and venues
- Research & evidence drive design for consistent user experience, identity presence, & message.
- Create and implement compelling web experiences for client user base via brochure style websites using latest standards

### Web Designer | Network Solutions; Belleville, IL | 2005 - 2007

- Conceive, create, & implement custom design process for higher end clients
- Design & implement chosen designs via Photoshop & Dreamweaver
- Educate customers on Image Cafe content management system & capabilities
- Consult with customers to design & implement custom websites
- Educate & assist other designers in implementing their designs

### Metalsmith/Graphic Designer | Eureka Forge, House Springs, MO | 2004 - 2005

- Author & maintain website via HTML & CSS using Dreamweaver, Photoshop
- Create patterns via Illustrator for laser cutting
- Redesign company website for load time, better aesthetic, & increased usability
- Assist in design & fabrication of architecture elements: balustrades, fences, gates, spiral stairs, & balconies

### Designed/hosted sites:

- <http://www.thisishitech.com>
  - <http://www.x-tianity.org>
  - <http://www.atxchronicle.com>
  - <http://www.massexpanse.com> (Under redesign)
-