
David Potthast
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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
- Design Thinking
- Bauhaus Principles

Design

- Sketch
- Sketchbook
- Axure
- Picta Graphic
- Adobe CC
 - Photoshop
 - DreamWeaver
 - Illustrator
 - InDesign
 - XD
 - Animate
 - Premiere
 - Character Animator
 - After Effects
- Web
 - 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. Louis Community College: Graphic Design, Web Design I & II (2018 - Present)
- Maryville University: Web Design (2018 - Present)
- St. Charles Community College: Web Design, Digital Art Studio, Digital Imaging & Illustration, Motion Graphics (2015 - Present)
 - Co-Chaired the Graphic Design Department for Fall 2017
- East Central College: Web Design I and II, Digital Imaging: Photoshop I (2012 - Present)
- Lindenwood University: Introduction to Graphic Design, Digital Imaging, Fundamentals of the Internet (2013 - 2018)

◆ *Duties (general)*

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- 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.
 - Provide emphasis, insight, & experience into industry design procedures such as Agile, Design Thinking, anatomical Design, Etc.

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)
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