

David March

Creative Designer, Innovative Thinker, All-around Nice Guy

Being creative means taking risks while ignoring doubt and facing fears. It also means mapping out a thousand different routes to reach just one destination. Let the journey begin!

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Work Experience

2019 - 2020 **Creative Director** at Spur Interactiv 📍 Indianapolis

Lead, mentor and coach a creative team composed of Graphic Designers, Videographers, and Marketing Directors to create compelling digital one-to-one targeted advertising, through the art of storytelling in order to conceptualize, develop and lead sales-converting and memorable digital work.

2012 - 2018 **Senior Instructional Designer** – Genesys 📍 Indianapolis

Spearheaded all creative direction of eLearning content, videos, animations, and websites while collaborating with and directing a team of developers, designers, and writers.

TEAM LEAD OF CONTENT DEVELOPMENT – Conceptualized and directed the UI/UX design, build, and launch of an online training site (training.mypurecloud.com). This included all lessons and courses utilizing Storyline, WordPress & LMS plug-ins, resulting in a 1,700-user base within 8 months. Directed the development of concept animations and motion graphics which supplemented online documentation and resources (help.mypurecloud.com) giving users and customers a better understanding of contact center practices and terminology.

ELEARNING MULTIMEDIA MANAGER – Conceptualized and directed all eLearning content, video production and animation through storyboarding, prototyping, and wireframing. Served on a panel to select a new LMS for the entire Education Department.

2007 - 2012 **Owner / Freelance** – Eclipse Digital Media 📍 Indianapolis

Founded a sole proprietorship for design, and production of multimedia, animations, print, web, UI/UX, and video. Managed all budgeting, scheduling, content and production for clients such as Wheaton World Wide Moving, Ovar'coming Together, and Robison Medical Resource Group.

2006 - 2007 **Senior Creative Director** – Media Sauce 📍 Indianapolis

Led a team of 5 creative directors while also working with designers, developers, copywriters, sales & marketing teams to create a vision for clients such as Peoples Burn Foundation, Rehabilitation Hospital of Indiana, OneAmerica, Ice Miller, and HotBox Pizza. Delivered advertising, animation, video, web & email marketing while fostered the creative process by giving guidance and empowerment to creative & development teams.

2001 - 2006 **Instructional Design Director** – Telematrix 📍 Indianapolis

Creative lead, designer, and developer for all print, web, interactive media, and online training sites including content for clients such as Toyota, Cummins, and Aisin while taking lead on the design and development of a custom Learning Management System (LMS).



Skills

Adobe Creative Suite

- Photoshop
- Illustrator
- XD
- Premiere Pro
- After Effects
- Audition
- InDesign

Web Development / eLearning

- WordPress
- Elementor
- Invision
- Sensei
- LearnDash
- Storyline
- Rise
- Captivate

Office & Project Planning

- MS Office
- Google Studio
- Slack
- Asana
- Trello
- Design Thinking
- Iterative Approach
- Agile Method



Recognitions

- 2017 Genesys Iconic Training Award
- 2015 DevLearn DemoFest Winner
- 2015 ININ Most Creative Award
- 2006 PIAS Print Award
- 2005 PIAS Print Award



Education

3D Computer Animation, BFA

Ringling Collage of Art & Design

📍 Sarasota, FL

Accounting, AS

California State University

📍 Sacramento, CA