

DAVID J. STINE

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PROFESSIONAL SUMMARY

Accomplished Creative Director, UX/UI Strategist, and Co-Founder with 25+ years of experience steering cross-functional teams from concept through launch for global brands, digital platforms, and multi-channel campaigns. Expert in user-centered design, product architecture, and brand strategy that yields high-impact engagement (up to 20M+ impressions). Deeply committed to civic and cultural growth through executive board service with the Culver Arts Foundation and the Venice Chamber of Commerce.

CORE COMPETENCIES & SKILLS

- **UX/UI Strategy & Design:** User-Centered Design (UCD), Information Architecture, Wireframing, User Flows, Prototyping, Persona Development, Task Analysis, Usability Research, Instructional Design.
- **Creative & Brand Direction:** Brand Identity, Multi-Channel Campaigns, Typography, Aesthetic Direction, Package Design, Print & Digital Layout, Photography Direction.
- **Leadership & Management:** Cross-Functional Team Leadership (up to 14 direct reports), Stakeholder Management, Agile Project Management, Curriculum Strategy, Civic & Board Leadership.
- **Technical & Software:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver), HTML5, CSS, WordPress, Moodle LMS, CanopyEd LMS.

PROFESSIONAL EXPERIENCE

TRUXTON'S AMERICAN BISTRO | Brand Advisor / Designer

May 2023 – Present

- Direct end-to-end multi-channel marketing design, overseeing email campaigns, collateral, menus, and digital/social assets to elevate brand consistency and guest engagement.

EXPLORING YOUR POTENTIAL™ | Co-Founder / Chief Creative Officer

July 2014 – August 2025

- Spearheaded creative vision, product strategy, and UI/UX design for a flagship career readiness platform developed in partnership with *Bloomberg Businessweek* and *Peregrine Leadership*.

- Led a 14-person cross-functional team across concept, wireframing, user testing, mid-fidelity prototyping, and full commercial launch in the higher-education market.
- Architected a modular K–12 curriculum scaffold aligned with Career Technical Education (CTE) standards to expand market adoption into public school systems.

NEXTGEN FRANCHISING INITIATIVE (International Franchise Association) | Art Director / UX/UI Designer / Web Developer

March 2014 – 2017

- Rebranded the IFA’s global campaign to attract a younger demographic, driving **2.8 million impressions** and **22,500 unique visitors**.
- Orchestrated the full UX workflow—developing sitemaps, wireframes, user flows, and functional specifications—for the competition web platform.
- Facilitated the selection and placement of 20 winning young entrepreneurs into a prestigious business accelerator.

SUBWAY® GLOBAL GAMIFICATION CAMPAIGN | Creative Director / Project Manager

August 2012 – March 2014

- Conceptualized, branded, and managed a gamified competition site across **90 countries**, generating **20 million impressions** and driving engagement for **3,000+ active players**.
- Partnered with software engineers to build interactive simulated store management and social media marketing mechanics.

MAJOR HEALTH-CARE PROVIDER | Web Developer / UX Consultant

August 2013 – March 2014

- Conducted stakeholder discovery and user interviews to define personas and user scenarios for an internal departmental intranet.
- Designed information architecture (sitemaps, wireframes) and developed a fully functional, custom-branded intranet application.

AXIOM FOR MEN | Package Designer / Web Developer

January 2011 – August 2013

- Designed full product packaging and promotional collateral for an expansive men's skincare line; produced product photography and digital ad campaigns.

SUNRIDER INTERNATIONAL | Creative Director / Senior Graphic Designer | Torrance, CA

June 1999 – December 2010

- Managed cross-departmental creative operations delivering targeted collateral and product branding across 5 distinct international product lines.
- Built product mock-ups/prototypes for global executive leadership and managed corporate social media initiatives across emerging digital platforms.

LEADERSHIP & COMMUNITY INVOLVEMENT

CULVER ARTS FOUNDATION | Board Member | Culver City, CA

2023 – Present

- Provide executive oversight and strategic guidance to expand public art access, cultural programming, and grant opportunities within Culver City.
- Collaborate with local government officials, corporate sponsors, and creative stakeholders to fund and champion public arts initiatives.

VENICE CHAMBER OF COMMERCE | Board Member | Venice, CA

2014 – Present

- Serve on the Board of Directors, driving local economic development, educational partnerships, and creative sector advocacy.
- Represent the local arts community across regional Chamber coalitions and business initiatives.

VENICE ART CRAWL (Venice Chamber of Commerce) | Committee Member

2011 – Present

- Direct creative execution, event branding, and marketing campaigns for major cultural events, including "Avant Garden" and the "Venice Art Crawl in the Canals."

EDUCATION COMMITTEE (Venice Chamber of Commerce) | Committee Member

2022 – Present

- Co-organize the annual **WAVE Awards**, honoring local educators; build promotional campaigns bridging K–12 schools with local business partners.

AWARDS & RECOGNITION

- **Certificate of Recognition** | City of Los Angeles (Councilmember Traci Park), 2024
Honored for outstanding community leadership and creative contributions to the Venice Chamber of Commerce.
- **Certificate of Recognition** | County of Los Angeles (Supervisor Lindsey P. Horvath), 2023
Recognized for dedication to public arts programs and community engagement through the Venice Art Crawl.

EDUCATION & PROFESSIONAL CERTIFICATIONS

California State University, Fullerton

Certificate in User Experience & Customer-Centered Design | 2016

Art Institute of Seattle

Associate of Applied Arts (A.A.A.) in Graphic Design | 1991

Specialized Coursework & Professional Workshops:

- *Psychology for Digital Behavior Change* (Dr. Brian Cugelman, Los Angeles)
- *UX Design Immersive* (General Assembly, Santa Monica)
- *Web Design & Front-End Development* (Otis College of Art and Design)
- *Multimedia & Computer Graphics Programs* (Platt College)