



DAVE PUKETZA (PUH-KETS'-AH)

2014-NOW

SR. ART DIRECTOR

Freelance – CA-based

UX, UI, branding, marketing collateral, product prototyping (Invision, Balsamiq), responsive design, copy writing, illustration, presentation decks, motion graphics (After Effects), 3-D (SketchUp).

2008-2014

SR. ART DIRECTOR

Donorschoose.org – New York

Brand stewardship, UX, UI, device prototyping, marketing collateral, copy writing, illustration, photography, animation, environmental graphics.

Partners/Clients: Google, Starbucks, Amazon, Chase, Oprah, Chevron, Bill and Melinda Gates Foundation, Warby Parker, HP.

2007-2008

VISUAL/UX/UI DESIGNER

Impact Communications – New York, NY; freelance

Design direction, production. Marketing/ convention collateral - posters, brochures, mailers; UI, illustration, animation, copywriting. Freelance: video effects/animation, film promotion.

Clients - Amgen, Pfizer, American Medical Association

2004-2007

ART DIRECTOR

Kaplan Education – Oakland, CA

Design direction/ production; UX, app design, branding, marketing collateral – packaging, magazine ads, sell sheets, brochures; illustration, animation, copywriting.

2000-2004

UX/UI DESIGNER

Cooper Software – Palo Alto, CA; Electric Communities – Cupertino, CA; ICTV – Los Gatos, CA; UI/UX, Broadband TV design, copy writing, branding, marketing collateral, photo editing, chat spaces.

Clients: SONY, HBO, HP

1994-2000

VISUAL DESIGNER/UX/UI

Worlds Inc. – San Francisco, CA

Design direction, production oversight, constructing 3-D interactive spaces, UI, modelling, sound design, coding, promotionals, branding, storyboarding, animation, copywriting.

Clients: Harper Collins, Starbright Foundation, David Bowie, KISS.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

BA Architecture *cum laude*

“Dave had a transformative impact on our website top to bottom, as well as our brand and physical working environment. His design and product work delivered \$275 million to classrooms in need!”

Oliver-Hurst Hiller
CTO | Head of Product
DonorsChoose.org

“Dave provided art direction for essential marketing materials that ranged from an on-air segment on The Colbert Report to numerous campaigns including Oprah’s final ‘Favorite Things’ installment. His design and copywriting always exceeded our team’s expectations.”

Katie Bisbee
Head of Marketing
DonorsChoose.org