



DAVID ZIGANAY
Creative Director, Art Director, UX Designer

EXPERIENCE

MAYVENN - Oakland, CA - Creative Director - 2016 to present

E-COMMERCE, SPECIALTY RETAIL, START UP

Mayvonn empowers hairstylists, changing the way people purchase hair extensions and beauty products.

- Established internal agency team, recruit and retain talent, define the creative team role and responsibilities
- Lead, inspire, mentor and train a multidisciplinary creative team while overseeing all creative output
- Oversee multiple projects and execution teams in development of creative - photo/video shoots, digital ads, messaging
- Own the Mayvonn brand and all related touchpoints

COG1 - San Francisco, CA - Creative Director - 2015 to 2016

DIGITAL DESIGN, MARKETING

COG1 is a digital marketing and design agency.

- Lead, inspire, mentor and train a multidisciplinary creative team while overseeing all creative output
- Own client relationship regarding all things creative
- Drive and lead new business efforts

LIQUID AGENCY - San Francisco, CA - Associate Creative Director - 2014

BRAND EXPERIENCE

Liquid Agency is a brand experience agency focusing on development of holistic brand experiences.

- Lead, inspire, mentor and train design team
- Oversee multiple projects and execution teams in development of creative
- Own client relationship regarding all things creative while collaborating and supporting cross-functional team members

LEVEL STUDIOS - San Jose, CA - Associate Creative Director - 2013 to 2014

INTERACTIVE, MARKETING

LEVEL is a digital creative agency that exclusively services Apple Inc.

- Embedded on-site, fully integrated within the Apple, Inc. Marcom Group
- Lead execution teams in developing digital creative for Apple.com
- Collaborate closely with cross-functional teams to develop and execute work

ATTIK - San Francisco, CA - Sr. Digital Art Director - 2011 to 2013

ADVERTISING, BRANDING, INTERACTIVE

ATTIK is a multidisciplinary agency specializing in integrated campaigns, branding, design and digital.

- Lead teams in developing digital creative for integrated campaigns and one-off website design/development
- Guide user experience design and combine with creative team efforts
- Successfully sold and anchored on new business engagements

LIMITED BRANDS - Reynoldsburg, Ohio - Art Director - 2009 to 2010

E-COMMERCE, SPECIALTY RETAIL

BathAndBodyWorks.com

Bath and Body works is a leader in personal care specialty retail.

- Lead team in development of creative, marketing and photo direction for BathAndBodyWorks.com
- Collaborated with cross-functional teams on integrated marketing campaigns, e-mail, social media
- Lead Checkout redesign and BathAndBodyWorks.com redesign

ABERCROMBIE & FITCH - New Albany, Ohio - Senior Designer - 2007 to 2009

E-COMMERCE, SPECIALTY RETAIL

Abercrombie.com, HollisterCo.com, GillyHicks.com, Ruehl.com

Abercrombie & Fitch is a leader in creating high quality, casual, All-American lifestyle clothing.

- Lead all major online design initiatives - HollisterCo.com redesign, GillyHicks.com launch
- Collaborated with cross-functional teams on e-mail campaigns and experience design
- Created process standard to optimize workflow and ensure creative quality

COMPLETE PROFESSIONAL HISTORY AVAILABLE ON REQUEST

SKILLSET

Core Tools:

Creative Suite, Sketch, OmniGraffle, Whiteboard, Dry Erase Marker

Fluent Web Technologies:

HTML, CSS