

DAVID C. YARBROUGH



✉ HireDCY@gmail.com | 🌐 DavidCYarbrough.com | ☎ 214.208.4345 | [in/davidcyarbrough](https://www.linkedin.com/in/davidcyarbrough)

EXPERIENCE ART DIRECTOR // DESIGNER FRISCH'S BIG BOY | 5.22 - Present | Freelance | Cincinnati, OH (Remote)

- Lead brand-wide visual creation for a historic burger restaurant with 90+ locations.
- Direct and design a cohesive, contemporary company-wide rebranding.
- Direct and design diverse materials such as LTO campaigns, packaging, emails, social media posts, menus, flyers, billboards, web banners, websites, apps, and more.
- Partner with notable brands like Nathan's Hot Dogs, Grippo's, Coca-Cola, Disabled American Veterans: DAV, Fox & Friends, Anne Burrell, and more.
- Stay updated on industry trends while maintaining brand consistency.
- Contribute to growth by reshaping the company's visual identity across all design aspects.
- Successfully adapts to dynamic LTO campaigns, demonstrating flexibility and attention to detail.
- Collaborate with the VP and Director of Marketing to align designs with strategies and review industry trends.
- Ensure consistent visual identity across all media, including print, digital, social, web, outdoor, promotional, and signage.
- Utilize experience, intuition, and effective communication to manage multiple projects concurrently while ensuring timely deliveries.
- Create measurable success through higher social media engagements, increased click-through rates, franchise growth, and elevated LTO sales.

ART DIRECTOR // DESIGNER EXPERIENTIAL BRANDS | 10.22 - Present | Freelance | Atlanta, GA (Remote)

THE ORIGINAL HOT CHICKEN | INKED TACOS | FLAMETOWN BURGERS | PINSA ROMAN PIZZA | DUCK, DUCK, DRAGON

- Create and grow the visual identity and brand standards for five distinctive restaurant brands, from initial logo design to real-world execution.
- Design diverse materials such as logos, websites, landing pages, promotional items, campaigns, menus, outdoor boards, signage, interiors, and social media ads.
- Conceptualize and develop comprehensive visual identities for each brand and translate approved brand concepts into practical designs, ensuring consistency across platforms.
- Collaborate and partner with recognized brands for enhanced legitimacy and brand growth.
- Ensure alignment of visual elements with overarching brand strategies to incorporate lasting industry trends and innovative design techniques into each brand.
- Engage with the VP of Marketing to align the brand vision with market trends and stakeholder expectations.
- Ensured client satisfaction through effective communication, creative experience, and a feedback-friendly environment.
- Gauge success through brand engagement, sales, franchising, and international expansion.
- Provide guidance to ensure consistent adherence to brand standards.
- Demonstrate adaptability by re-evaluating designs to align with market trends and stakeholder needs.

ART DIRECTOR AGENCY CREATIVE | 11.21 - 3.23 | Freelance | Addison, TX (Remote)

- Conceptualized and created captivating ads, logos, social posts, and websites for diverse clients, spanning industries like CPG, SaaS, care facilities, realty, tourism, restaurants, and more.
- Created ad-lob mockups for design direction, enabling cohesive visual strategies in ad campaigns.
- Leveraged expertise in Adobe Creative Suite and Figma to create innovative design concepts and exceptional advertising campaigns.
- Implemented an efficient organizational system, ensuring streamlined project management for quick turnarounds while maintaining meticulous attention to detail.
- Collaborated with directors, copywriters, and project managers to ensure seamless project execution and effective communication to exceed client objectives.
- Managed multiple concurrent projects, demonstrating strong time management and workflow optimization to meet tight deadlines without compromising quality.

ART DIRECTOR // DESIGNER CINEMARK | 3.21 - 2.23 | Freelance | Plano, TX (Remote)

- Led visual direction and design execution for billboards, menus, digital ads, gift cards, POP displays, and motion storyboards.
- Collaborated with copywriters, creative directors, and project managers for quick turnaround on complex projects.
- Utilized Adobe InDesign, Illustrator, and Photoshop for effective designs in multi-billion dollar franchises.
- Showcasing strong time management skills and self-sufficiency with Adobe Workfront to manage multiple projects concurrently.
- Played a key role in Cinemark's rebranding, overseeing print and digital menu rebranding to align designs with the new aesthetic.
- Organized a large volume of photos, menus, ads, and files for efficient workflow and easy access.
- Edited photos to ensure brand consistency and maintain high-quality standards.
- Collaborated with outside brands and movie studios (Teremana, Paramount, Marvel, Eon), meeting brand guidelines and reflecting specific aesthetics.
- Regularly updated menus company-wide, aligning them with various sub-brands within Cinemark while maintaining overall brand standards and rebranding efforts.

SENIOR GRAPHIC DESIGNER NEWK'S EATERY | 3.18 - 1.21 | Dallas, TX

- Directed and designed diverse customer-facing materials across 120+ nationwide locations, ensuring a consistent brand image.
- Planned, oversaw, and executed all aspects of quarterly LTO campaigns including leading photo shoots and designing all materials for cohesive brand messaging.
- Partnered with the CMO, VP of Marketing, and various cross-functional directors to spearhead company-wide rebrand.
- Collaborated closely with printers, photographers, stylists, and departments to ensure brand consistency and high-quality deliverables.
- Led design efforts for annual Ovarian Cancer Awareness campaigns, coordinating brand-consistent designs across ads, promotional items, signage, POP, and more.
- Contributed significantly to company growth, overseeing design operations for 20+ new locations, enhancing brand recognition, and increasing LTO sales.
- Managed visual aesthetics and copy for all advertisements, emails, social media posts, promotional materials, and more.
- Collaborated with cross-functional teams (sales, R&D, catering, IT, legal) for cohesive, effective designs aligned with business objectives.

MULTIMEDIA TEAM LEAD // DESIGNER TRAVELHOST | 2.17 - 3.18 | Irving, TX

SENIOR GRAPHIC DESIGNER FORRENT.COM | 4.13 - 2.17 | Carrollton, TX

LEAD DESIGNER // MANAGER CACTUS COMPUTER, INC. | 1.10 - 11.12 | Carrollton, TX

EDU OKLAHOMA STATE UNIVERSITY
B.S. ADVERTISING
Stillwater, OK

SKILLS

Adobe Photoshop	Art Direction	Branding	Social Media	Print Production	Adobe Acrobat
Adobe InDesign	Graphic Design	Concepting	Email Marketing	Copywriting	Adobe Workfront
Adobe Illustrator	Photo Editing	Photo Direction	Animation	Illustrating	MS Word
Adobe Premiere Pro	Logo Design	Layout	Apparel Design	Storyboarding	MS Excel
Figma	Web Design	Typography	Photography	Adobe CS	MS Powerpoint