

PROFESSIONAL PROFILE

**I obsess about color. I am seriously considering naming my kids “Helvetica” and “Chalet”.
I lie awake at night with visions of layouts dancing in my head.**

I approach the creative process from a holistic perspective – understanding all aspects of design from the conceptual idea to the technical details. With a background in photography, painting, illustration and design, I have developed a multi-faceted artistic vision based on bridging creativity and communications strategy.

As a creative guy with a head for business, I can successfully lead a team of both creative and management. I can easily translate these two very different languages into a form that everyone can understand. Think of me as the Rosetta stone for design. And my early account management background allows me to deliver work that makes business sense for my clients.

My work experience ranges from design, creative process, design presentations, proposals and production. Whereas I am fully capable of almost all areas of design, I tend to have a penchant for corporate identity programs and publication layout.

PROFESSIONAL EXPERIENCE

2000 - Present: Freelance Designer. Primarily specializing in small business start-ups and clients that require full design and full attention. Clients: Asqew Grill, Lindsey Pollak, Reality Check.

2007 - Present: Dustin W Design. Graphic Designer, Production Artist, Business Manager for entertainment and non-profit based clients. Clients include: FOX, Warner Brothers, Paramount Vantage, Aids Project Los Angeles, Quadrus Studio, and PLUG Lighting.

2005 - 2007: Commune Design, Inc. Jack-of-all-trades helping a small design firm grow from \$500k per year to over \$6 million per year. Business management, project management, new business development and corporate planning. Basically, everything needed to get a high-power design studio up and running.

2002 - 2005: Master Entertainment, Inc. Business Manager and “all around” for CD production label MASTERBEAT and in-house DJ Brett Henrichsen. Involved in the creative production of large-scale special events, promotions, and all production aspects.

2000 - 2002: Suissa Miller Advertising. Account Executive for Various .com (before the bust), then Sr. Account Executive for Princess Cruises (Brand and Retail.) Produced a major on-ship photo shoot.

1998 - 2000: Walt Disney Feature Animation. P.A. for *Beauty and the Beast*, *Fantasia 2000*, and *The Emperor’s New Groove*. P.A. in Clean up Animation, CAPS department, Color Models, and Animation Check. Coordinated 150 artists worldwide.

1996 - 1998: BBDO West. Account Management for Apple Computer, L.A. Cellular, Pioneer.

EDUCATION

- » UCLA - B.A. in Art History, with a Design and Architecture emphasis
- » UCLA / SMC Extension - Graphic Design, Architectural design, Photography, Interior Design
- » Various HOW and NAPP Conferences

SKILLS

- » Highly Proficient in Photoshop, InDesign, Illustrator
- » Ad Production, mechanicals
- » Studio Skills

TOP SECRET DEREK TRIVIA

- » Die-hard skier for over 32 years
- » Ability to ride a unicycle
- » UCLA Homecoming King, 1995