



david balzer

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Goal My goal is to help organizations align business resources and creative assets to answer the challenges of the modern world.

Strengths I am uniquely positioned to develop successful projects because I have over 17 years of professional experience in visual design, account management and project development including five years as a creative director and a Master's in Business Administration.

Professional Experience

Creative Director

Seattle University
2003 : 2010 Establish the conceptual and stylistic visual design direction for Seattle University marketing materials. Develop and manage the university's visual identity. Manage, communicate and coordinate design directions to campus constituents. This includes student recruiting, university fundraising, athletics and alumni outreach. Work closely with the director of communication and the assistant vice president to position Seattle University in the competitive higher education market.

Accomplishments Developed a Seattle University brand identity and advertising program that increased the university's regional stature.

Planned and produced the 2008 Opus Prize event that recognized three humanitarian leaders from Nicaragua, India and Africa. The three-day event included a VIP dinner and sold-out civic ceremony at Benaroya Hall.

Developed design direction and strategic communication plan for the Seattle University President's Report.

Increased the office yearly project capacity 125 percent.



Senior Designer

Seattle University
1998 : 2003

Responsible for the creative development of the undergraduate admissions student recruitment materials, Seattle University President's Report, Seattle University alumni magazine, and the university athletics and various fundraising print collateral. Responsibilities included art direction, design, client management, print purchasing, and production.

Graphic Designer

Seattle University
1995 : 1998

Supported alumni outreach, university fundraising, university athletics, and undergraduate student recruiting. Worked on the Seattle University alumni magazine.

Graphic Designer

Rick Eiber Design
1993 : 1995

Designed and developed corporate identity programs for local and regional health systems and the aerospace industry.

Related Experience

Foundry Instructor

Pratt Fine Arts Center
2002 : 2006

Responsible for student education, class development, shop maintenance, and shop safety. Classes included an introduction to bronze casting, small-scale independent casting and bronze TIG welding.

Education

Seattle University

Fall 2009 MBA, Master's in Business Administration
Beta Gamma Sigma International Honor Society

University of Washington

Spring 1993 BFA, Graphic Design
Spring 1992 BA, Art History
Lambda Rho Art Honorary