

# David Papworth

Creative Direction  
United States

View the full portfolio at <http://www.thecreativefinder.com/dpapworth>

## Professional Experience and Curriculum Vitae

As a Creative, I have played a key role in the visualization of projects, developing an informed design based on findings, targets, branding and user experience requirements. I have played key roles in developing the visual identities and functionality of a wide range of websites and have touched many large brands and accounts.

I bring 14 years of experience in design, visualization and multimedia development. My projects have ranged from marketing and brand building campaigns to the design of large-scale e-commerce solutions, to application user interface design.

Currently I am working as a Creative Director in the LABS group at mcgarrybowen, a group dedicated to exploring new and emerging technologies, the possibilities of what we can do with them, and the impact they can have on the agencies client facing work.

Prior to mcgarrybowen I worked briefly as a Design/Creative Director at Underline Communications and as an Associate Creative Director at LBi. During my time at LBi I touched almost everybrand in an 8 year period there, working on all aspects from small microsites, ad campaigns, major e-commerce and corporate redesigns.

Before LBi I was the Group Creative Director at Riptide Communications, a design and technology development company whose clients included companies such as Visa, Roche Pharmaceuticals, EPromos, and Condé Nast. There I led a number of projects from a creative standpoint on web, multimedia, broadcast and print.

Before Riptide, I worked briefly in Dubai where I was drafted in by a traditionally print design agency, Friend Design, in order to help them set up and establish an interactive capability concentrated on design and development of web solutions for the exploding tourism industry in the U.A.E.

I Began my career in Edinburgh, Scotland, working for Heitmann S.A.C. which would later be acquired by Lernout & Hauspie. There I worked on a variety of projects and played key roles in the development of some award winning government agency websites for The Department of Transport and the Highways Agency.

I have a BSc in Industrial Design and an MSc in Multimedia Technology, both from Napier University of Edinburgh.

## Previous Clientele

MasterCard | Reebok | United Airlines | K-Y | Neutrogena | Johnson & Johnson | NYU Wagner | Milagro Tequila | National Gallery of Art | Goodyear | UBS | Boy Scouts of America | American Express | Roche Pharmaceuticals | Hess | Chevron | Bud Light | McKinsey & Company | Bristol Myers Squibb | Nanete Lepore | Bloomingdales | KB Homes | Robin Hood Foundation | Sony | Marriot | Hartz | Cartier | WebMD | SkyMall | Visa | Nestlé Waters | Fujifilm

## Awards and Accolades

Please kindly get in touch for more information.

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