

DAVID RISKE
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<https://davidriskeportfolio.com>

Award-winning 360° Senior Art Director with extensive experience and ability to design across a broad range of media. Created, managed and produced advertising campaigns in numerous categories on above and below the line accounts including travel/hospitality, retail, packaged goods, telecommunications, and healthcare. Creative, very hard-working, fast as lightning, inspirational, self-motivated, plays well with others, and also very funny.

PROFESSIONAL EXPERIENCE

HAWKEYE/RAZORFISH/DIGITAS

Senior Art Director

2021 to 2026

Developed and executed social media, video, email, and website design for both direct-to-consumer (DTC) and healthcare professional (HCP) audiences for clients Horiizon Therapeutics and Daiichi-Sankyo. This work included award-winning campaigns for brands such as KRYSTEXXA and Injectafer (as well as other healthcare brands). Creating creative marketing content for Walgreens since late 2024.



EPSILON (ARC Worldwide as of 2019)

Senior Art Director

2013 to 2020

Developed and executed shopper retail, print, and B2B video creative for Pinnacle Vodka, GlaxoSmithKline, and Kraft-Heinz.

DRAFTFCB (Draft Worldwide, Draft Direct, Kobs & Draft)

Vice President, Senior Art Director

2001 to 2012

Developed and executed award-winning creative in a broad range of media and disciplines; responsible for creating original interactive, print, TV, B2B, packaging, shopper retail, and collateral. Managed/inspired a team of art directors and writers and juggle multiple projects simultaneously.

Senior Art Director

1998 to 2000

Responsible for creating and executing innovative communication solutions, overseeing production, and managing team of creatives.

Art Director

1995 to 1997

Developed direct response collateral and overseeing production as part of a team.

- Work has won various local and national award shows. Tempo Awards, John Caples International Award, Echo Awards
- Unrivalled proficiency in multiple software applications: the Adobe Creative Suite, AfterEffects, Final Cut Pro, and 3D modeling and animation programs.
- Professional-level retouching and illustration skills. Widely respected as an art director who can draw.
- Ability to create professional storyboards and animatics from my own concepts (i.e. my award-winning TV work for Hampton Inn)
- CCO notably called to say my "Hoops" concept for Hampton was "...just brilliant, mate." Rare moment!
- Beloved mentor/team player. People have gotten quite emotional when they stopped working with me. One time, I swear the clouds were going to part and everybody was going to start singing "To Sir, With Love."



SMITH, BADOFSKY & RAFFEL

Art Director

1990 to 1994

Developed and executed creative graphic design and advertising solutions for Tribune Entertainment and Lettuce Entertain You, Inc.

GAMS CHICAGO

Art Director

1987 to 1989

Developed and produced retail communications, consumer promotions, direct-to-consumer communications, and print collateral for Indian Lakes Resort, Garretts Popcorn

KOBS & BRADY (soon to be Kobs & Draft)

Junior Art Director

1986

Assisted Senior Art Directors on direct response TV and print collateral

EDUCATION

Associates in Commercial Art from Ferris State University, Big Rapids, MI