

# 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 KRYPEZZA 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
- Unrivaled 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