

David Fetherston

Graphic Designer

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Experience

Scout Urban Development • Design and Marketing Intern

June 2024—Aug 2024 / Located at the BOK Building

- Designed digital and print projects for the BOK brand, including social media assets, editorial materials, and interior directory signage to engage with BOK's creative community.
- Managed marketing strategies for social media and developed a brand guideline presentation to ensure consistent use of the brand across all platforms.
- Set up photoshoots with creative businesses to provide proper imagery and marketing materials for projects.

Exit Design • Graphic Design Co-Op

April 2023—September 2023

- Collaborated with a team of designers, planners, and managers to design wayfinding strategies, client presentation plans, and complex design systems.
- Designed a college campus map from the initial proposal to final implementation to direct people to their correct destinations.
- Created and delivered elevation plans, architectural floor plans, and sign menus to clients in a timely manner.

DesignPhiladelphia Annual Exhibit • Lead Designer

September 2023—November 2023

- Selected to lead the brand identity for Drexel Westphal's annual exhibit, "Westphal Makes," at DesignPhiladelphia.
- Worked alongside Drexel professors, staff, students, alumni, and artists to accurately represent Westphal's community of makers.
- Designed cohesive digital and physical assets in time-sensitive and dynamic conditions.

Drexel STAR Advanced Research • Research Assistant

June 2021—September 2021

- Installed and exhibited a permanent gallery space with 500+ Polish posters in Drexel Westphal's URBN Center.
- Professionally photographed and archived files to preserve one of the largest Polish poster collections nationwide.
- Designed a research presentation and infograph about Polish poster visual language to present in the STAR Showcase.

Recognition

2024 GDUSA Student to Watch

One of 100 Students Awarded Nationwide

2024 Best in Typography Award

Featured at Drexel Senior Showcase

Featured in AIGA Locally Sourced

December 2023

Performing Arts Design Scholarship

September 2022—June 2024

Westphal Portfolio Scholarship

September 2020—June 2024

A.J. Drexel Scholarship

September 2020—June 2024

Dean's List

September 2020—June 2024

Involvement

Drexel AIGA Student Group Vice President

May 2022—June 2024

Drexel Design Program Student Mentor

September 2022—June 2024

Drexel Workshop for High School Students

Teacher & Resident Assistant

July 2023

London Summer Study Abroad Program

June 2022—August 2022

Education

Drexel University Westphal

College of Media Arts & Design

Bachelor of Science Graphic Design

Minor in Marketing

3.8 GPA, Magna Cum Laude

June 2024

Skills

After Effects, Illustrator, Photoshop,

InDesign, Firefly, Figma, CADtools

Slack, Google Suite, Microsoft Suite