

DAVID FETHERSTON

Graphic Designer • He/him

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Experience

The Ryl Company • Junior Graphic Designer

October 2024—Present

- Leading design initiatives across key touchpoints for an RTD iced tea startup including consumer packaged goods, quarterly point of sale ads, social media content, apparel, and sales presentations under fast deadlines.
- Facilitating cohesive design direction across marketing and sales teams through collaboration in meetings and off-site photoshoots.

Scout Urban Development • Design and Marketing Intern

June 2024—Aug 2024 • Located at the BOK Building

- Revitalized the brand identity to establish the BOK Building as a premier arts and cultural hub in Philadelphia.
- Implemented digital and editorial systems, floor plans, signage, and brand guidelines to ensure a strong foundation for the brand's continued growth.

Exit Design • Environmental Graphic Design Co-Op

April 2023—September 2023

- Collaborated with designers and planners to develop complex wayfinding systems and client presentations, including a college campus map from initial proposal to final implementation.
- Designed technical design assets using Adobe AutoCAD, including elevation plans and sign menus.

DesignPhiladelphia Exhibit • Lead Designer

September 2023—November 2023

- Led the brand and verbal identity for Drexel Westphal's exhibit, "Westphal Makes," that was presented at the 2023 DesignPhiladelphia Festival.
- Collaborated with professors, students, and alumni, to develop digital and environmental assets under tight deadlines.

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.

Recognition

2024 GDUSA Student to Watch ↗

March 2024

Best in Typography Award

Drexel Senior Showcase • June 2024

AIGA Philadelphia Locally Sourced

Project Feature • December 2023

Performing Arts Design Scholarship

September 2022—June 2024

Dean's List

September 2020—June 2024

Involvement

Drexel AIGA Student Group Vice President

May 2022—June 2024

Drexel Workshop for High School Students

Teacher & Resident Assistant • July 2023

Drexel Design Program Student Mentor

September 2022—June 2024

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

Graduated June 2024

3.8 GPA

Magna Cum Laude

Skills

After Effects, Illustrator, Photoshop, InDesign, Figma, CADtools

Microsoft Suite, Google Suite, Slack, Monday