

David Fetherston

Graphic Designer • He/him

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Experience

The Ryl Company Iced Tea • Contract Designer

November 2024—Present

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 a creative community.
- Developed a brand guideline presentation to ensure visual consistency across all touchpoints.
- Participated in photoshoots with creative businesses to provide proper imagery for marketing.

Exit Design • Graphic Design Co-Op

April 2023—September 2023

- Collaborated with a team of designers and planners 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 environmental 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.

Recognition

2024 GDUSA Student to Watch ↗

March 2024

2024 Best in Typography Award

Featured at Drexel Senior Showcase

AIGA Locally Sourced 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 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

Graduated June 2024

Skills

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

Microsoft Suite, Google Suite, Slack, Monday