David Fetherston

Graphic Designer
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Experience

Family Office
Associate Designer
New York, NY | Jun 2025–Present

Develop brand identities, systems, visual concepts, and branded digital and print deliverables for technology and consumer clients.

Manage full-scope projects from initial brand strategy to final delivery including brand guidelines, custom website builds, and case study creation, contributing to four successful brand launches across digital touchpoints.

Design client presentations across multiple rounds that translate complex brand strategies into compelling visual narratives, guiding clients through identity development and strategic positioning.

The Ryl Company
Junior Graphic Designer
Morristown, NJ | Nov 2024–Jun 2025

Designed across print and digital touchpoints for a CPG iced tea brand, including product packaging, in-store retail signage, social media content, digital ads, sell sheets, and presentations for mass grocery chains.

Prepared production files for packaging across multiple SKUs and retail displays, managing proper dieline constructions and vendor coordination.

Established art direction for marketing campaigns, and led talent through studio photo shoots and on-location commercial productions.

Collaborated with marketing and sales teams to ensure creative alignment during each quarterly campaign, and implemented a standard file naming system to improve efficiency across all departments.

Scout Urban Development, BOK Building
Design and Marketing Intern
Philadelphia, PA | Jun 2024–Aug 2024

Designed print and digital assets for a mixed-use creative community space housing artists, designers, and non-profits, maintaining brand consistency across signage, editorial publications, and social content.

Built and refreshed new brand guidelines to support internal organizational growth and external marketing initiatives.

Exit Design
Environmental Design Co-Op
Philadelphia, PA | Apr 2023–Sep 2023

Worked with designers and architectural planners to develop complex wayfinding systems and presentations, including a college campus map from initial proposal to final implementation.

Designed signage, elevation plans, and sign menus with Adobe AutoCAD.

Design Philadelphia
Lead Brand Designer
Philadelphia, PA | Sep 2023–Nov 2023

Led the brand and verbal identity for Drexel's Westphal's design program, "Westphal Makes" showcased at the 2023 Design Philadelphia Festival.

Collaborated with professors, students, and alumni, to develop digital and environmental assets under quick deadlines.

Tools

Design/Web
Adobe Creative Suite, Figma, Framer, After Effects, CADTools

Productivity
Google Workspace, Microsoft Office, Notion, Slack, Monday

Skills

Brand Identity Design, Art Direction, Website Design, Print Design, Production, Signage & Wayfinding, Package Design, UX/UI, Asset Management, Project Management

Education

Drexel University Westphal College of Media Arts and Design

Bachelor of Science Graphic Design
Minor in Marketing
Graduated | Jun 2024

3.8 GPA
Magna Cum Laude

Recognition

GDUSA Student to Watch
Mar 2024

Best In Typography Award
Drexel Senior Showcase | Jun 2024

AIGA Philly Locally Sourced
Project Feature | Feb 2023

Performing Arts Design Scholarship
Sep 2022–Jun 2024

AIGA Student Group Vice President
May 2022–Jun 2024