



# DAVID STONE

Multidisciplinary designer exploring how technology can transform complex problems into creative experiences.

## Skills

### Things I do

Concept Development	Packaging
UI and Visual Design	VR/ Eye Tracking
Branding	Photography
User Experience	Photo and Video Production
Responsive Design	FAA Commercial Drone Pilot

### Tools I Use

Illustrator CC	Lightroom
Photoshop CC	Premiere Pro
Sketch	After Effects
InVision	Webflow

### Personal Interests

Backpacking	Coffee
Rock Climbing	Cycling
Travel	Surfing

## Accomplishments + Involvement

- **Editors Choice Award**, 14th Annual Smithsonian Photography Contest: Natural World Category. *2016.*
- **Board Member of Community Design Studio**, a non-profit team of designers from all backgrounds working to facilitate design thinking in the Winston-Salem community. *2016-2018.*
- **Guest judge** for PPA Paperboard Packaging 2017 competition in Washington D.C.
- **Board Member of Internet and Technology Student Advisory Board (ITSAB)** delegating \$250,000 towards new technology at Clemson University. *2013-2015.*

## References

**Forrest Causby** *Creative Director at M Creative*  
 Board Member, Community Design Studio  
 fcausby@gmail.com, 336-409-3283

**Bambang Witoradyo** *Digital Experience Director*  
 Design Manager, Sonoco Platform  
 bambang.witoradyo@sonoco.com, 201-970-9081

## Experience

### Barley - The Liquor Order App

Asheville, NC April 2017 - Present  
*Partner | Web Design Director*

- An app designed to simplify the liquor order process in Alcoholic Beverage Control states.
- Website design and search engine optimization.
- Develop strategies for web and social marketing.
- Google Adword and Analytics.

### Launch Aerial Media

Winston Salem, NC February 2017 - Present  
*Founder | FAA Commercial Pilot*

- Licensed commercial drone photography and videography.
- Manual piloting combined with full flight autonomy.
- Video production and image editing.
- Branding, marketing, website and SEO.

### Sonoco Products

Winston Salem, NC February 2015 - January 2018  
*Digital Experience Designer*

- Design frictionless UX and UI experiences for web and mobile applications; sketches, wireframes and prototypes.
- Create responsive visual design for Platform UI.
- Ideate concepts and collaborate with Platform team to establish features based on customer insights.
- Other responsibilities: design presentations, photography, video editing, animating.

### Designer

- Ideate new strategies for packaging and graphic concepts.
- 3D visualization of packaging and displays.
- Structural design; sketches, dieline, artwork, prototyping.
- Graphic design; artwork, branding, print.
- Project manager for an international turn-key packaging development project managing 1.2 million SKU's.

## Education

### Clemson University

Packaging Science, MS. May 2013- May 2015  
 Architecture, BA. August 2009- May 2013  
 Minor: Packaging Design