

# David McGaw

Address and phone  
on request  
Chicago, Illinois  
www.McGaw.net  
dm@McGaw.net

## OBJECTIVE

Full-time position using skills and experience in strategic design planning, in the context of an interdisciplinary team, to find and fulfill user needs, creating extraordinary value.

## SKILLS

### **Visionary Narration**

- › Narrative context setting, problem framing, and scenario planning

### **Collaborative Creation**

- › Presentations and innovation workshops
- › Team leadership; project planning

### **Structured Innovation**

- › Design planning; structured innovation
- › Strategy analysis and formulation

### **Experiential Immersion**

- › Experience and communication design
- › Implementation and culture change

## EDUCATION

### **IIT Institute of Design**

*Chicago, Illinois*

Master of Design candidate, focusing on design planning, with coursework in strategic innovation, design synthesis, and implementation. Teaching Assistant for the Structured Planning class.

Awarded the MetaDesign and Farber Fellowships. DEGREE EXPECTED MAY 2007

### **Yale University**

*New Haven, Connecticut*

Bachelor of Arts *cum laude* with a concentration in history. Received the Lohman Prize for Excellence in Design and Typography. MAY 1990

## CURRENT PROJECTS

- › Developing innovation tools in a project sponsored by **SAP AG**, based on field research in Germany.
- › Designing a customer loyalty strategy in an project sponsored by **Bose**.

## EXPERIENCE

### **Independent Consultant** *Chicago, Illinois; Falls Church, Virginia*

- › Provide communication design and brand strategy consulting to clients such as **McDonald's Corporation**, the **Smithsonian Institution**, the **Embassy of Switzerland**, and **Washington National Cathedral**.

JUNE 2004 TO PRESENT

### **Customer Experience Design Intern**

*McDonald's Corporation | Oak Brook & Romeoville, Illinois*

- › Worked with a cross-functional team to develop next generation of drive-thru restaurants, developing both "clean-sheet" and migration concepts.
- › Lead researcher for customer observations; designed and constructed full-scale prototypes; assisted in concept validation testing with users.
- › Synthesized essential story formulation and customer experience design criteria for the company's two core service models; presented to senior executives and adopted in the Worldwide Restaurant Innovation group.

MAY TO AUGUST 2006

### **Chief Brand Strategist** *Alliant Studios | Fairfax, Virginia*

- › Designed identity systems and marketing collateral, including launch of **Allpoint**, the largest surcharge-free ATM network (32,000 ATMs), as well as serving clients such as the **Environmental Protection Agency**, the **Consumer Electronics Association**, and **Ford Motor Company**. Work featured in *The Big Book of Logos, Volume 4*.
- › Created and guided implementation of client brand strategy, including a brand redefinition that contributed to a 20% increase in revenue at **ServiceSource**, a \$50 million non-profit.
- › Led creative development teams; provided art direction; and supervised project manager, freelance artists, and software developers.

OCTOBER 1999 TO AUGUST 2005

### **Senior Creative** *Campus Crusade for Christ | Orlando, Florida*

- › Directed creative development of key media for domestic operations of globally-focused major non-profit (\$250 million annual budget), including products launched nationwide in partnership with **EMI Records** and the **American Bible Society**.
- › Directed research, user-driven creative, and launch of new U.S. brand identity for Campus Crusade, featured in *Graphic Design:USA* magazine.
- › Led graphic design group, consisting of three to four full-time staff, plus interns, and set budgets and technology strategy.
- › Emceed two national week-long conferences for 1,500 college students.

MAY 1995 TO OCTOBER 1999

### **Field Staff** *Campus Crusade for Christ | Harvard University*

- › Spoke at and hosted local and regional meetings and conferences, led study groups, counseled students, and spearheaded campus initiatives.
- › Raised \$300,000 from a personally-developed donor base.

JUNE 1991 TO MAY 1995