David Gallagher

Senior Graphic Designer

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Versatile creative leader with 20+ years' experience delivering brand, web and print solutions for diverse clients. Skilled in leading teams, building client relationships and aligning creative vision with business goals. Leveraging generative AI alongside traditional design tools to accelerate workflows, spark innovation and deliver smarter creative solutions.

Experience

David Gallagher Design, St. Petersburg, FL   January 1999 — Present

Freelance Designer

- **Designed and launched** brand identities, websites, and marketing materials for corporate, nonprofit, and government clients—enhancing clarity, visual consistency, and audience trust across platforms.
- **Built long-term client relationships** through collaborative design processes, resulting in repeat partnerships and word-of-mouth referrals.
- **Delivered high-quality creative assets** under tight timelines, combining agency-level polish with the responsiveness and personal attention of an independent studio.
- **Implemented AI-assisted image workflows** (masking, upscaling, ideation) that cut photo-editing turnaround from 3 days to 1 day.

IT WORKS! Global, Palmetto, FL   January 2024 — November 2025

Contract Graphic Designer

- **Developed cohesive campaigns** for bi-monthly product launches across 9 international markets, partnering with in-house creatives to support a fast-moving direct-sales brand.
- **Designed packaging, catalogs, and marketing collateral** that strengthened brand consistency and energized hundreds of sales reps at global conferences and events.
- **Elevated visuals** with advanced photo editing and generative AI, streamlining production and delivering high-impact creative for print and digital platforms.

Stylenet, Franklin, TN   July 2011 — August 2023

Creative Director

- **Led creative strategy and execution** across 1,000+ websites, campaigns, and print assets; implemented a design system that reduced production time by 50% and improved brand consistency.
- **Managed and mentored a 6-person design/development team** ; instituted critiques and QA that increased on-time delivery from ~70% to 95%.
- **Partnered with sales and customer success** to refresh go-to-market collateral, contributing to a ~10-15% increase in client retention.
- **Introduced accessibility and responsive best practices** , reducing post-launch fixes by 40%.

Additional Experience

Multimedia Program Designer   2010 — 2016

Created dynamic educational programs blending original music, video, and choreography. Produced and presented live performances at schools, churches, and arts centers nationwide.

Education

Bachelor of Science, Sacred Music
Liberty University • Lynchburg, VA

Software

Adobe CC (Photoshop, Illustrator, InDesign, After Effects), Adobe Substance Stager, Apple iWork Suite (Pages, Numbers, Keynote), Canva, Figma, G-Suite (Google Docs, Sheets, Slides, Drive), Shopify, Sketch, Squarespace/Wix, WordPress/Elementor, Wrike

Skill Set

- 3D Design & Visualization
- Data Visualization & Infographics
- Motion Graphics & Animation
- Proofreading & Quality Assurance
- Social Media Content Creation
- Visual Art & Illustration
- Branding & Strategy
- Generative AI Integration
- Packaging & Pre-Press Design
- Prototyping & Wireframing
- Typography
- Video Editing & Production
- Creative & Content Writing
- Layout & Composition
- Project Management Tools
- SEO & Digital Marketing
- UI/UX Design
- Web Development Basics

Professional Training

Adobe Illustrator CC - Advanced Training, Bring Your Own Laptop
Adobe Xd CC, User Experience Design - Essentials Training, Bring Your Own Laptop