

Dave Anderson

Creative Director & Designer

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About

With over 15 years of experience helping organizations bring their ideas to life through thoughtful, human-centered design. My work sits at the intersection of experience design, user experience, motion, and branding where strategy meets craft and storytelling shapes how people connect with products and brands. For me, great design is ultimately about clarity, empathy, and making something that resonates long after the first interaction.

Experience

Chemistry

Group Creative Director

2022 - Present

Leading a talented team of designers to create thoughtful, experience-driven work that connected brands with their audiences in meaningful ways. My role centers on shaping the creative vision across projects, with a strong focus on experience design, user experience, content production, and motion design. I worked closely with clients and cross-functional partners to translate complex business goals into clear, engaging digital solutions while ensuring that every interaction felt intentional, intuitive, and aligned with the broader brand story.

Truefit

Senior Product Designer

2021 - 2022

Owning the UI and UX vision for an agile product team focused on delivering intuitive, data-informed digital experiences. I partnered closely with product managers, engineers, and stakeholders to shape product strategy, rapidly prototype solutions, and iterate based on user insight and real-world feedback. My goal was always to simplify complexity and transform sophisticated technology into interfaces that felt natural, seamless, and valuable to the people using them.

Chemistry

Lead Digital Designer

2018 - 2021

Crafting engaging and experience-led work that connected creative vision with real user needs. My role focused on experience design, user experience, art direction, and motion design, where I helped shape how brands showed up across digital touchpoints. I collaborated closely with strategists, developers, and creative partners to transform ideas into thoughtful, user-centered solutions while ensuring every detail supported both the story and the broader business objective.

MARC (Now 9Rooftops)

Senior Digital Designer

2016 - 2018

Working within an integrated advertising agency, I played an active role throughout the creative lifecycle. From concept development to final production I brought ideas to life through thoughtful design systems, dynamic visual storytelling, and motion-forward content. Whether shaping campaign ecosystems, refining interaction patterns, or elevating social experiences. This role sharpened my ability to think both conceptually and practically, while reinforcing the importance of adaptability, collaboration, and designing with the end user firmly in mind.

Experience

Senior Interactive Art Director

Pipitone Group

2010 - 2015

Leading creative that unified brand storytelling with strategic marketing objectives. My work focused on digital design, branding, and advertising, where I helped translate big-picture ideas into compelling visual experiences that captured attention and strengthened brand perception. Collaborating with writers, strategists, developers, and account teams, I played a key role in shaping campaign concepts and ensuring creative consistency across touchpoints.

Moxie

Digital Art Director

2008 - 2009

At Moxie, I served as a Digital Art Director, leading the creative vision and execution of high-impact digital campaigns for global brands including UPS, Home Depot, and Maybelline, L'Oréal and Garnier. My role focused on shaping engaging, brand-driven experiences across web, social, and interactive platforms, ensuring each campaign aligned with strategic objectives while resonating with diverse audiences.

Ripple Effects (Now Barkley REI)

Associate Creative Director

2003 - 2008

As an Associate Creative Director, I led the design and creative vision for enterprise-scale websites across Higher Education, Travel & Tourism, and Non-profit sectors. My role centered on crafting user-focused digital experiences that balanced strategic objectives with elegant, intuitive design. This role gave me the opportunity to lead rebrands and redesigns of digital ecosystem for meaning organizations such as Carnegie Mellon University to The State of Pennsylvania.

Education

Point Park University

B.A. Advertising & Journalism

Art Institute of Pittsburgh

Associates in Media Production & Design

Experienced in

Brand Strategy & Positioning

Visual Identity Systems

Design Systems

Experience Design

User Experience

Product Design

Motion Design / Animation

Content Production

Video Direction & Production

Customer Experience

Business & Brand Alignment

Emerging Technology

AI-Driven Creative

New Business & Pitch Leadership

Trend & Cultural Awareness

Stakeholder Communication

Presentation & Storytelling

Innovation & Prototyping