



# DAVID DINGRANDO

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CLASSICAL  
MUSICIAN



DESIGN  
ENTHUSIAST



KARAOKE  
ADDICT



GAMING GEEK



PLAYS WELL  
WITH OTHERS

## SUMMARY

Collaborative and detail-oriented project manager specializing in creative development with over a decade of experience working in graphic design and production management to deliver exceptional creative in print, environmental, and digital to top-tier brands.

## EXPERIENCE

### PROJECT MANAGER

BUCKLANDCO // KEURIG DR. PEPPER // JAN '21 - PRESENT

- Managed a wide range of complex projects across various work streams at Keurig Dr. Pepper including product innovation, print packaging, eCommerce, social, web development, key visual creative, point of sale support, booth concepts/graphics, in-field marketing materials, brand swag, and more.
- Collaborated closely with internal account managers, strategists, creative designers, copywriters and production artists to deliver exceptional creative on time while partnering with and providing clear communication to all stakeholders through the lifecycle of the project.
- Managed approvals with proofing teams including proofreaders, legal and regulatory reviewers, as well as sustainability and certification experts to vet creative prior to release.
- Developed and managed tactical timelines from concept to completion of project.
- Created and implemented both a new workflow process and an asset request workbook for Keurig Dr. Pepper's eCommerce business and led trainings for all stakeholders. Acted as PM expert for all coffee eCommerce business.

### GRAPHIC DESIGNER

FREELANCE // JAN '12 - JAN '21

- Developed brand identity and product style guides while managing quality print production. Past clients include: **Warner Bros., ABC/Disney, Baking With Chickens, Auntie Em's Kitchen, H.E.A.L. Spiritual Center**

### GRAPHIC DESIGN & PRODUCTION MANAGER

TENDER GREENS // NOV '15 - MAY '18

- Managed all graphic design and print production needs across 27 restaurant locations and five metro areas nationwide.
- Established and managed relationships with print vendors, negotiating pricing and directing production for all deliverables. Strengthened operational infrastructure by creating custom digital portals to streamline requests for new creative and to place in-store orders for printed materials.
- Responsible for art directing/designing/producing all graphic assets across all departments companywide. Assets included internal materials, operational deliverables (e.g. menus, uniforms, packaging, promo collateral, seasonal programs, signage systems, labels, decor, etc.) as well as digital graphics for social media, marketing and advertisements. Directed photoshoots as necessary.
- Managed all graphic design and print production for a complete company rebrand and expansion to the East Coast. This included reproducing all existing digital and in-store creative as well as working with operational leadership to reimagine, design and produce innovative solutions.
- Worked with the Restaurant Design Team to collaborate on new in-store menu and signage systems, partnering from concept to final installation. Handled production of new materials.
- Managed junior designer to promotion within the company.

### LEAD GRAPHIC & ENVIRONMENTAL DESIGNER

WHOLE FOODS MARKET // JAN '13 - OCT '15

- Designed, produced and installed visual elements for 11 store locations including signage, marketing collateral, social media images, menus, decor, retail environments and visual merchandising.
- Created branding, graphics and signage for store, metro and regional marketing programs.
- Collaborated with leadership to achieve store sales goals by creating and executing design strategies and leading store decor refreshes.
- Project managed 13 store decor refreshes and led design teams through completion of projects. Translated decor concepts into store branding, signage and decor while coordinating vendor installs.
- Trained and mentored store graphic designers in all Los Angeles stores. Coached on upholding brand standards and execution of design programs.
- Assisted in the opening of 14 new stores in Southern California, Southern Nevada, Arizona and Hawaii.

### LEAD STORE ARTIST / GRAPHIC DESIGNER

WHOLE FOODS MARKET // JAN '08 - JAN '13

- Responsible for designing, producing and installing all visual elements of store; Created branding, graphics and signage for store marketing initiatives.
- 2011 Regional All Star Winner & 2008 Regional All Star Honorable Mention (first year in position)

## EDUCATION

**2006 University of North Texas**, Denton TX // Graduate work in Music Composition & Orchestration  
**2004 Baylor University**, Waco TX // Bachelor of Music in Vocal Performance

## SKILLS

Project Management / Skilled Multi-tasker / Communication / Timeline Management / Managing Creative Teams / Team Training / Budgeting / Design / Adobe Creative Suite / Microsoft Office Suite