

David B Earle

Nationality: Irish

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Speaks: English and Danish

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Summary

The past three years at DFDS have been spent focusing almost entirely one brand, albeit one with very diverse customers. It allowed me to devise a fully integrated and seamless approach to the customer experience. I took a hands-on approach to this challenge, developing most of the assets myself, including nearly 1000 bespoke icons.

Now, ferry passengers can click on a banner, book a trip online, drive to the terminal, step on board the ship and eat at the restaurant all within the same brand ecosystem.

Similarly, B2B customers could expect to have the same experience using planning & booking tools or track & trace apps as they would have had during a PowerPoint presentation.

The bedrock of my experience comes from seven years as Creative Director of London-based design consultancy Jackson Earle Associates, which I co-founded in 1993. I secured and handled accounts for clients such as Barclays Bank, The Royal Society, The Lawn Tennis Association, Oxford University, Brunel University and Heathrow Airport.

In addition to my commercial projects, I am a partner in a think tank for academics, in which I research and develop new methods for understanding complex problems and giving students new tools to help them solve them together.

In my spare time I make experimental short films (which occasionally go viral) and team up with friends and colleagues on other creative projects.

Education

1987-1988 WRTC Waterford, Art and Design College
Foundation Course in Art

1988-1991 WRTC Waterford, Art and Design College
National Diploma in Design and Communications

Professional qualifications
Chartered Designer (UK) since 1994

Employment history

2018-2019 **DFDS**

Creative Director

With overall creative responsibility for the DFDS brand, I developed a comprehensive and unified design strategy, created group-wide visual identity systems, guidelines and assets, and rolled out a new brand management platform.

2017-2018 **DFDS**

Digital Creative Director

I was the lead creative in a major digital overhaul of the organisation, developing unified design systems, strategies and assets for both the passenger and B2B markets with rollouts in 27 languages in all platforms.

2012–Present: **CoNavigator**

Co-Founder and Chief Developer

I have helped to develop new methods, techniques and tools for cross-disciplinary collaboration and interdisciplinary problem solving, particularly in academic environments. I deliver speeches and guest lectures and host workshops at universities and academic bodies. The CoNavigator tool has been adopted by Universities in Europe and the US, and has been used by agencies including NASA and the NSF.

2007–2017: **Creative Consultant**

I have been developing creative strategies and tools for clients in both the public and private sectors. In 2017, "Alldialogue" won top prize in the national "Digitaliseringprisen" awards. Clients include: DFDS, Oticon, Cap Gemini, Danish Agency for Labour Market and Recruitment.

2003-2007 **Bergsøe 2 Gruppen**

Senior Art Director

Responsible for all creative work, from concept to production – corporate magazines, DM, branding, typeface design, advertising campaigns, catalogues, copywriting.

2002 **Stockbyte/Getty Images**

Photo Art Director/brand developer

Dual role contract job – art directing high-end stock images in Cape Town and designing their branding and communications material.

2001 **Trademark Design Ltd**

Senior Designer and Project Leader

Responsible for the design of an international identity scheme for Sasol, a multinational petrochemical corporation. I was responsible for the London-based design team and briefing the South Africa design team.

1993-2000 **Jackson Earle Associates Ltd**

Creative Director

Jackson Earle was a creative team of nine, providing new and innovative design solutions to older, established organisations such as *The Lawn Tennis Association, Oxford University, Barclays Bank, Heathrow Airport, The Royal Society* and *The London Underground*.

1992-1993 **GB Magazine, London**

Art Director

Overall visual identity of Magazine, recruiting design team, print buying, page design, photo art direction and team management.