



Graphic Designer  
Ph: 504.239.8055  
email: davidmwyman@yahoo.com

Hello my name is  
david wyman

**I AM**

**GRAPHIC**

**DESIGN**



**Design Challenge:** Create a unique logo trademark for a few different types of Companies. The logo's purpose is to visually identify a company. The companies represented needed help identifying with their customers visually. Thus a clearly thought-out and well designed creative logo was needed.

**Design Solution:** Adobe Illustrator used to create the final graphical representational mark of the organization. Photoshop was used to create the mock ups to illustrate what the design would look like in real life. In order to accomplish this, A clear well thought out creative logo had to be created and would become their universal recognizable company logo. The design solution was taken thru the design process to obtain the final designed composition shown above.





david wyman  
P.O. Box 3212  
Gretna, LA 70054

Graphic Designer

### EDUCATION

**Delgado Community College 2011-13**

- Graduated 2013 - Associate of Applied Science-(Visual Communications Degree --- with a GPA of 4.0)
- Dean's List 2011 - 2013
- Phi Theta Kappa Honors Member since 2012

### EXPERIENCE

**Completed LIVE Projects**

- UNO-Finance & Economics Assoc. Redeveloped Logo, UNOFEA - Facebook Site, Digital signage Ads, & currently working on Website. Photographed Annual Real estate Conference - Thus beginning the re-branding the entire UNO-FEA Organization.
- Photographed Entire Delgado 2012 Boys & Girls basketball team. (players as well as complete Team shots.)

### REFERENCES

Tedd Walley - Pro. Designer 17+ yrs., Head of Visual Comm. Dept - Delgado  
Ph: (504) 671.6354; email: [twalley@dcc.edu](mailto:twalley@dcc.edu)

Nancy Sharon Collins - Pro. Designer 20+ yrs., & Author with 2nd book  
Ph: (917) 392.1417; email: [nscstationer@earthlink.net](mailto:nscstationer@earthlink.net)

Dr. Walter "DUB" Lane  
Head of UNO Finance Dept  
Ph: (504) 280.7145; Ph: [wlane@uno.edu](mailto:wlane@uno.edu)

Dr. Ivan Mitrovich  
Head of UNO Real estate Research Dept.  
Ph: (504) 280.0000; email: [imitrovich@uno.edu](mailto:imitrovich@uno.edu)

### TECHNICAL SKILLS

**Proficient on both CPU Platforms: PC & MAC**

**Adobe Creative Suite CS5 & CS6**

- Adobe Photoshop CS5 & CS6
- Adobe Illustrator CS5 & CS6
- Adobe InDesign CS5 & CS6
- Adobe Dreamweaver CS5 & CS6
- Adobe Flash CS5 & CS6
- Adobe Lightroom 3 & 4
- Adobe Acrobat X

**AutoDesk**

- 3DS MAXX

**Microsoft**

- Word, Power Point


**DESIGN PROFICIENCY**

- Web & social media design
- Photography
- Graphic & Motion design
- Advertisement design
- Package & Cd design
- Corp Id
- Digital Art
- Indoor digital signage advertisement
- Promotional design
- Typography & Magazine Layout
- T-shirts design

### ORGANIZATIONAL MEMBERSHIPS

- USGBC Member since 2010
- AIGA Member Since 2011
- UNO Finance & Economics member since 2012

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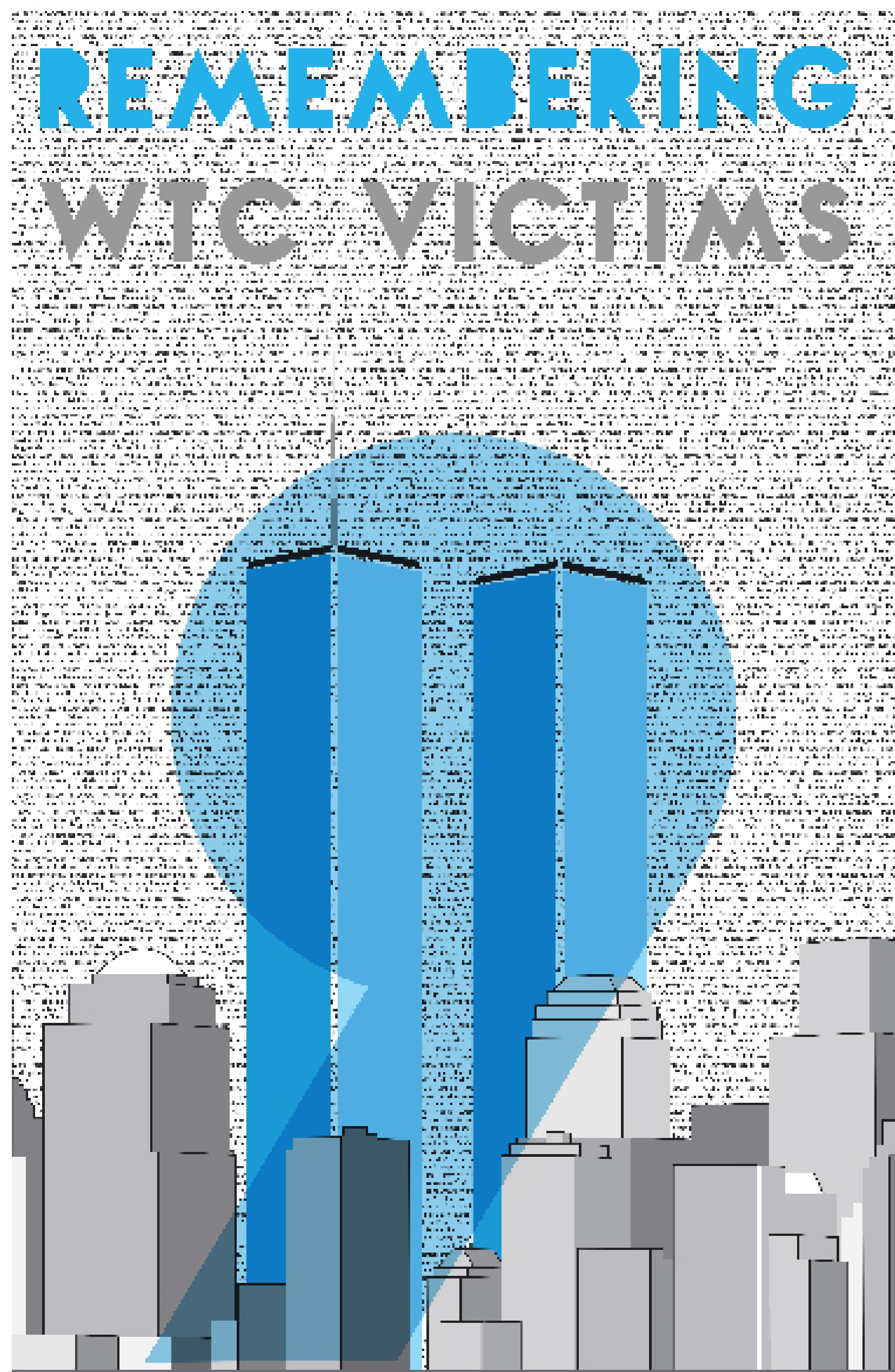
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**Design Challenge:** Create a personal corporate identity for yourself. The Corporate Identity purpose is to visually identify yourself with a recognizable business card, letterhead, envelope. Thus a clearly thought-out and well designed personal corporate identity was created.

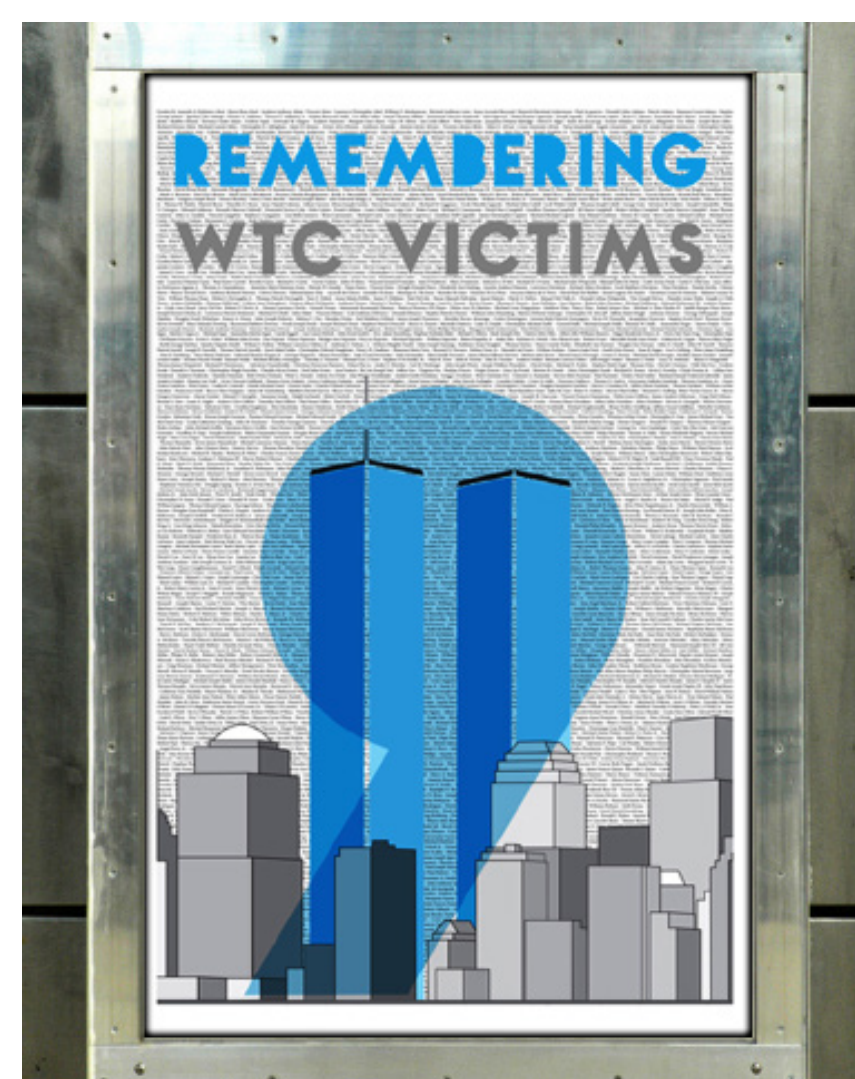
**Design Solution:** Adobe Illustrator used to create the final graphical representational logo mark. Adobe InDesign was used to create the layouts of the business card, resume, letterhead, envelope. The design solution was taken thru the design process to obtain the final designed composition shown above.





**Design Challenge:** Create an typographical poster remembering an historical event of our choice.

**Design Solution:** The WTC 911 event was selected as the historical event. Adobe Illustrator used to create final graphical representation of the iconic historical pre 9/11 New York skyline. Microsoft word was used to edit all of the WTC victims names. Then the entire design was assembled in Adobe InDesign. Their names was then placed in the background to illustrate the Architects Michael Arad & Peter Walker vision of "Reflecting Absence"; whose design was chosen for the presently rebuilt WTC Memorial site. Thus creating a Typographical poster that respectfully honors the memories of the WTC 911 victims. The design solution was taken thru the design process to obtain the final designed composition shown above.



Be the  
angle  
Wings  
Corporate  
angel  
2013  
7/9

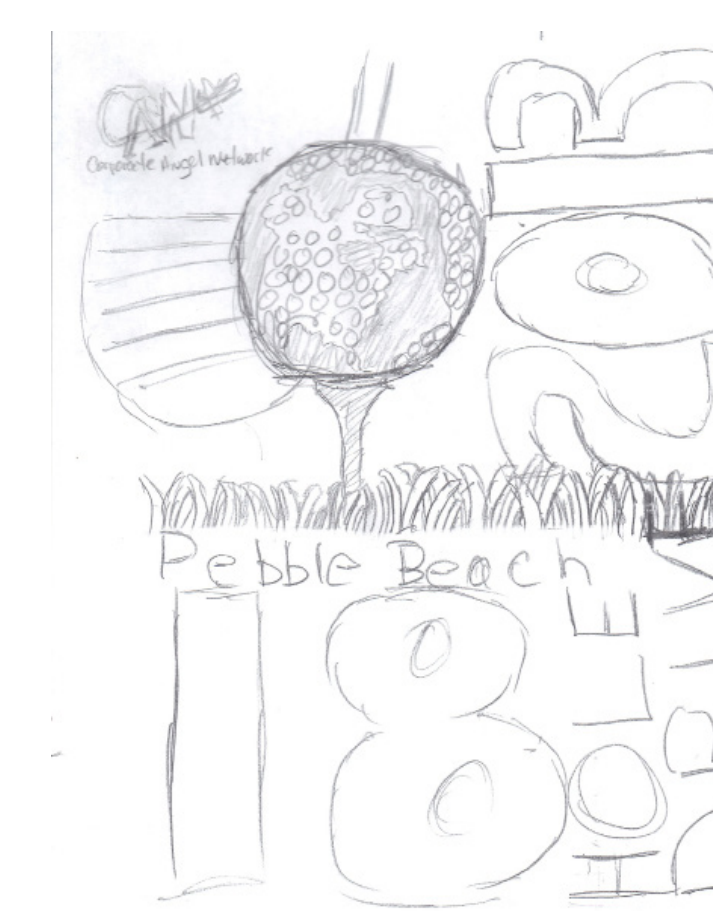
CAN  
CAN  
CAN

I CAN!  
do some  
Good.  
CAN!

I CAN  
Help SAVE  
A life!

U  
CAN  
Be their  
wings!

I CAN!  
I CAN!  
I CAN!  
I CAN!



**Design Challenge:** Corporate Angel Network wanted to raise awareness of their mission to help cancer patients gain access to the best possible specialized treatment available for their type of cancer. CAN is an organization that networks the travel arrangements for cancer patients needing to travel to other areas of the country and be treated by their necessary specialists. CAN accomplishes their mission by making the flight arrangements possible through a network of Fortune 500 corporations already flying to these different locations and these patients hop the flight at no extra cost or inconvenience to the sponsoring company.

**Design Solution:** A charitable T-shirt design was chosen to raise awareness of the "Corporate Angel Network" organizations' mission during annual fund raising events. Adobe Illustrator used to create the T-shirt design. Thus creating a well thought out and designed charitable promotional T-shirt design. The design solution was taken thru the design process to obtain the final designed composition shown above.





small bag



Large bag



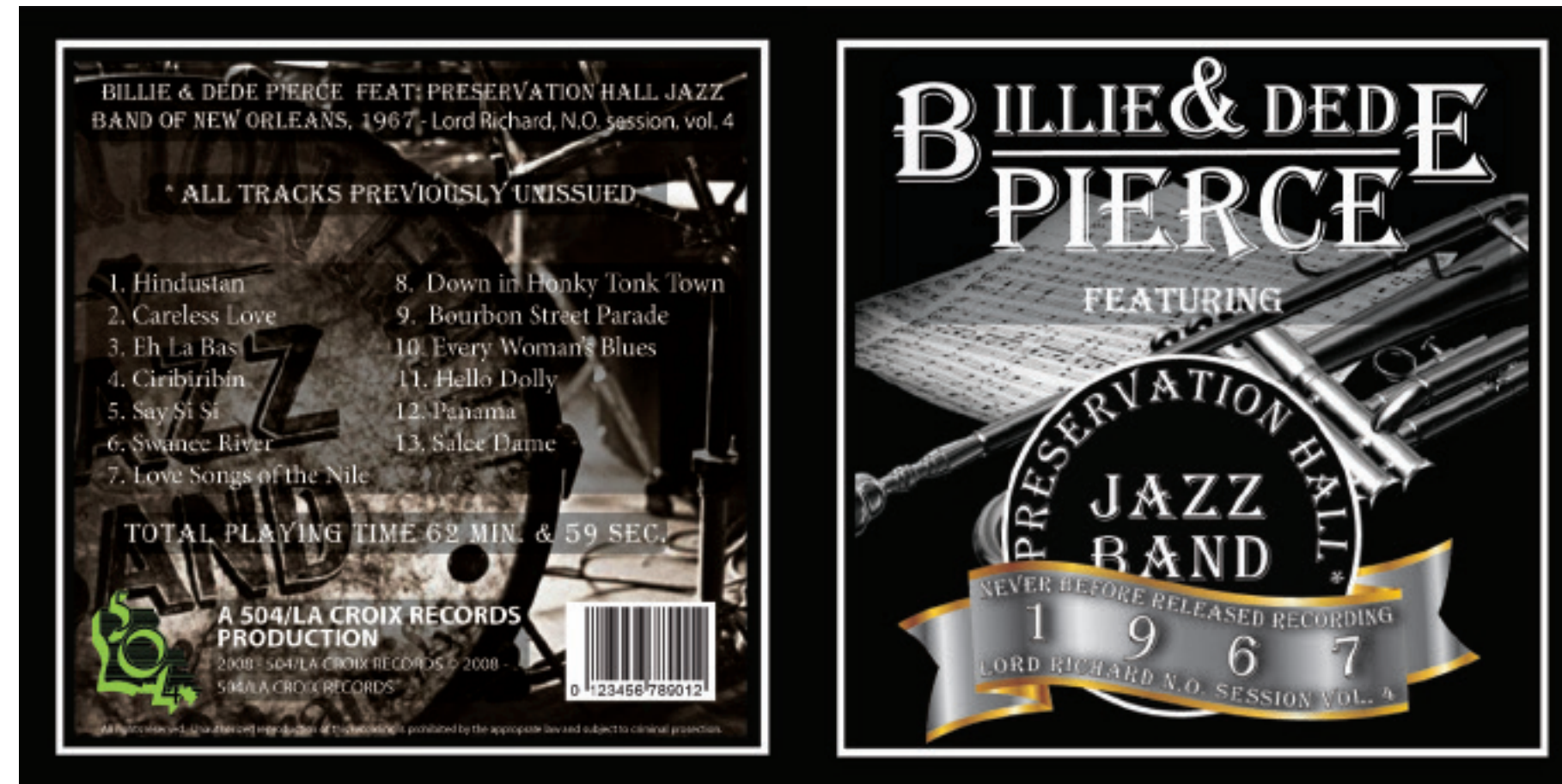
Through innovation, we are bringing new experiences to our customers, while providing fun & nutritionally healthy products. In 2011, we set out to deliver an even better consumer experience and with much research & market survey the "Tatum's" brand was developed. We here at Frito-Lay sought to fulfill the demand for a snack that mimics the "home-cooked" potato chip experience, just like your mother made them when you were a young child. The Tatum's chip is a thin & crispy "country cut" oven baked potato chip. You may be wondering what "Country Cut" means? When we say "Country Cut", we mean only the highest quality Idaho potatoes are carefully selected and then thinly sliced with its skin still on. We left the skin on for the health benefits such as the vitamins E & B6 found in their skin which are vital for a healthy diet and fit life-style. It is our promise here at Frito-Lay to provide our customers the highest quality products and our ingredients are always of the highest quality and backed with a 100% freshness guarantee. Partner with us as we begin to roll out our 4 new Tatum's flavors:  
- Jalapeno, Blue Cheese, Pepper Jack & Southern Barbecue -

"TATUM'S" is the chip that will make your mouth  
**SMILE**



**Design Challenge:** A local snack manufacture was looking to differentiate its product line by introducing a new line of potato chips and needed the brand concept for the special type of chip is was going to produce. For the new chip line, the local manufacturer needed an identity logo, business card, two "chip bag" package designs (1- lg. & 1- sm.), sales advertisement sheet and customized sales folder.

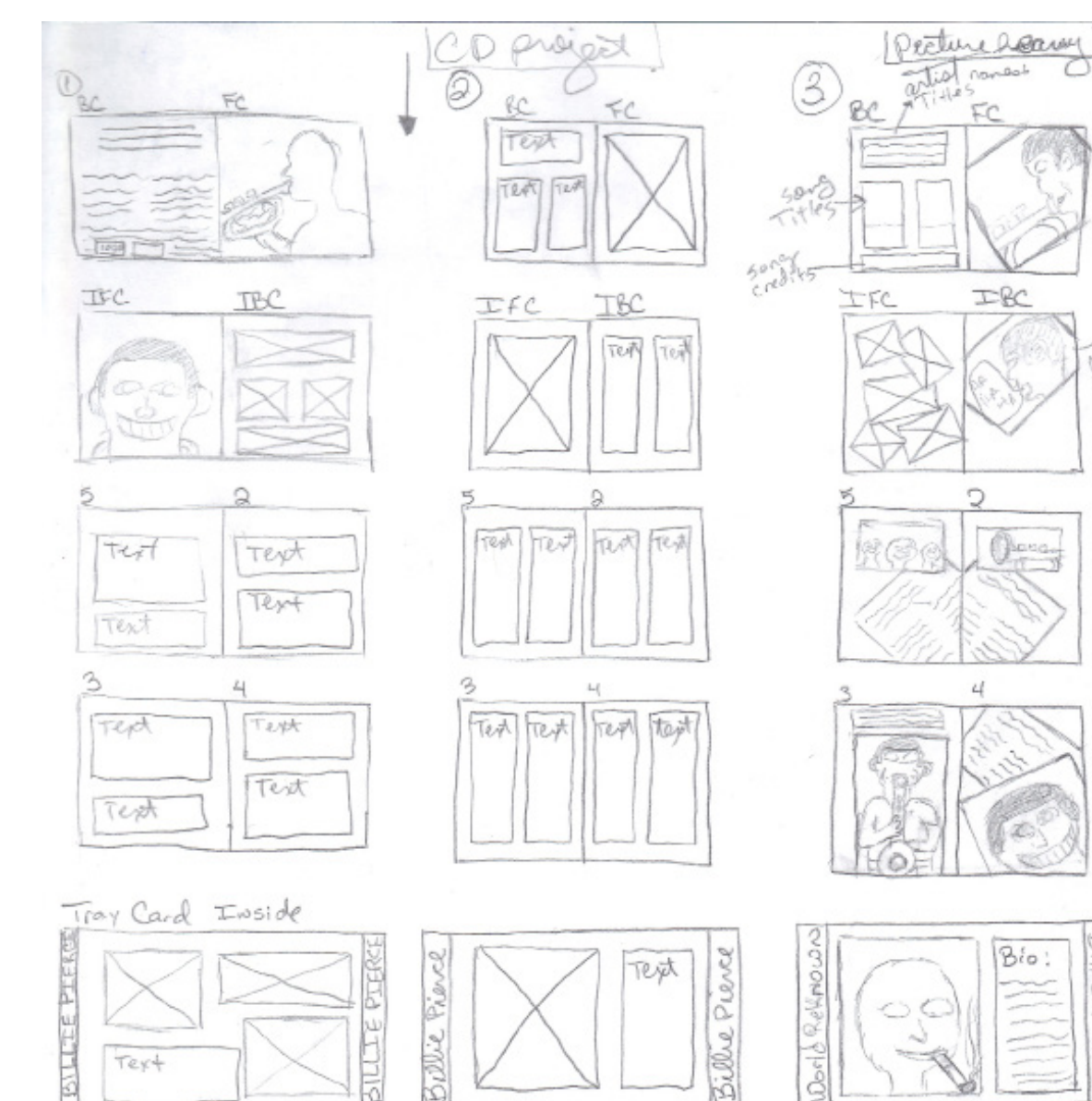
**Design Solution:** Adobe Illustrator was used to create the new TATUMS logo and both package designs. Adobe Photoshop was used to create the package mockup. Adobe Indesign was used to create the business card, sales advertisement sheet and sales folder.



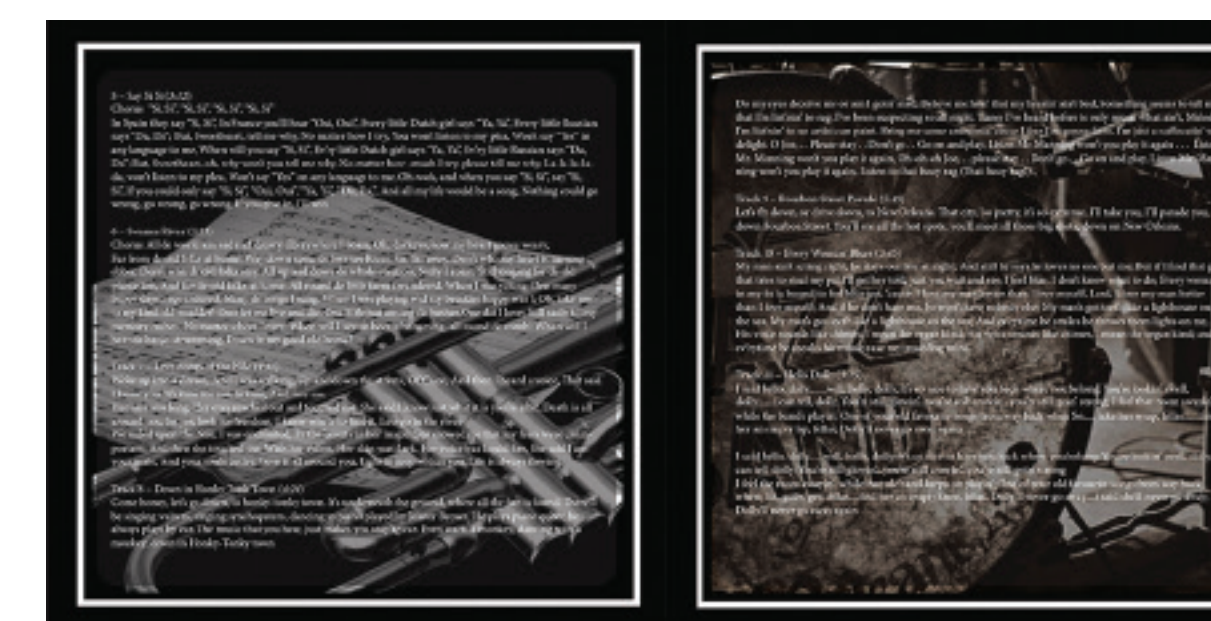
**Design Challenge:** Redesign an existing musician CD cover (interior booklet and tray card); to create a new and appealing revision of the existing poorly designed CD cover. 504 Records was looking to expand their jazz enthusiasts client base and choose a CD cover redesign to do.

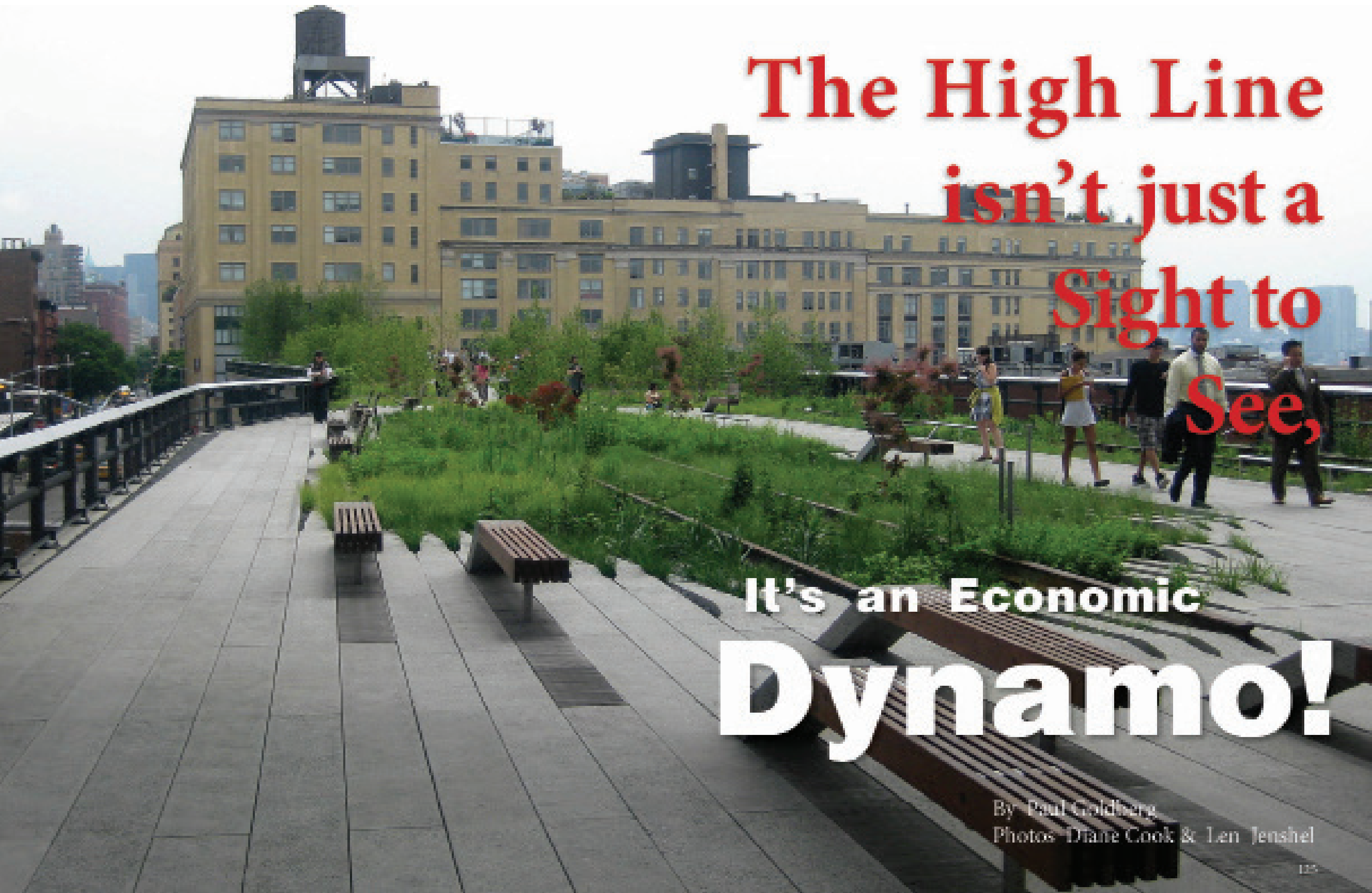
**Design Solution:** Adobe Illustrator was to create CD cover graphics as well as re-create 504 logo and preservation hall historical graphic. Adobe Photoshop was used to create the custom CD booklet image page panels. Indesign was used to assemble entire CD design. The choice of type, images, & colors was used to illustrate the older, classier feel that would appeal to jazz enthusiasts. Thus, successfully creating a new appealing CD cover to attract even more jazz enthusiasts to the newly designed CD.





Initial Design needing revision





# The High Line isn't just a Sight to See,

# It's an Economic Dynamo!

By Paul Goldberg  
Photos: Diane Cook & Len Jenschel

125

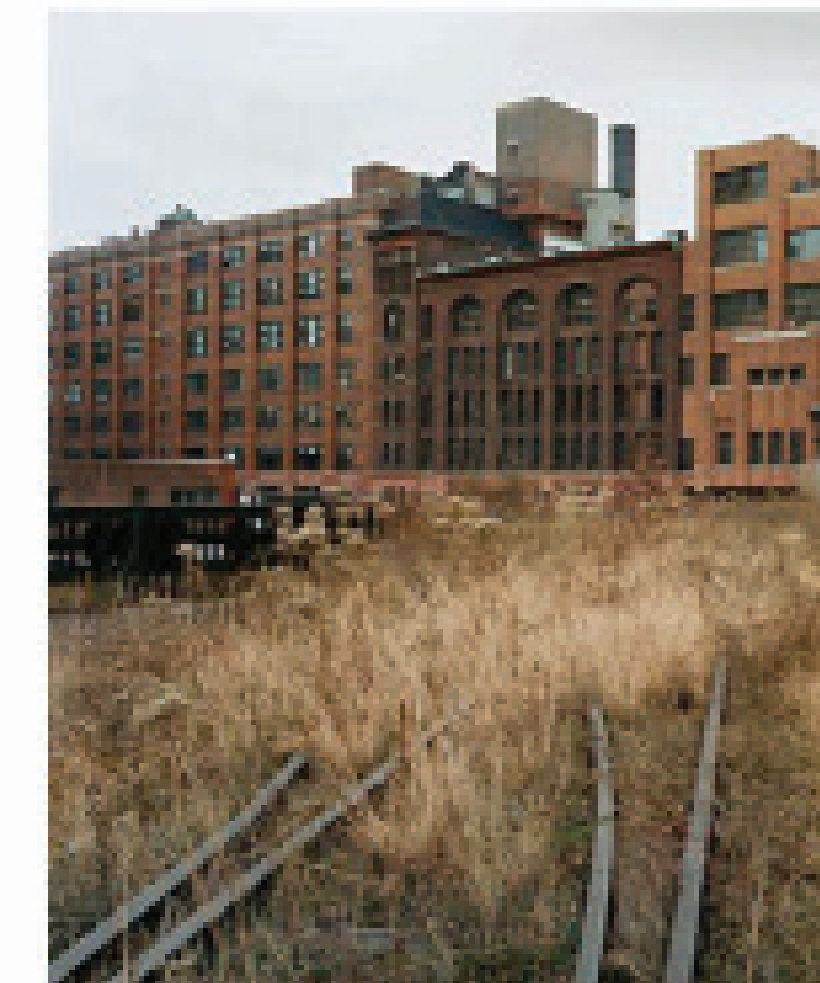


**Design Challenge:** Design a new interesting and appealing Magazine Editorial Layout. The topic of the editorial piece I chose was titled "Highline" which originally was a blighted and deteriorating elevated railroad structure up until its newly green eco-consciousness re-purpose & re-development. The Highline was a railroad line that ran directly through the streets of New York city much like that of the New Orleans Trolley cars. This elevated railroad tracks were first completed in 1934 and was instrumental in bringing tons of produce and goods into downtown Manhattan.

**Design Solution:** Adobe InDesign used to create the custom Magazine Editorial Layout. A mix of images were used to illustrate the progression conditions associated with this aging structure that was initially scheduled for demolition. The reason alternative use of the structure was even considered was that demolition would wind up costing more than if the structure was re-purposed. The Highline redevelopment converted the elevated railroad tracks into usable green space for public use and has been quoted as the catalyst of an real estate revival with in these once almost uninhabitable areas of New York city.



In the mid-1930's, to ease congestion between freight trains and street-level traffic, New York agreed to develop a 2.5-mile-long elevated railroad which opened in 1934. The High Line brought tons of produce and goods to the business district through Manhattan.



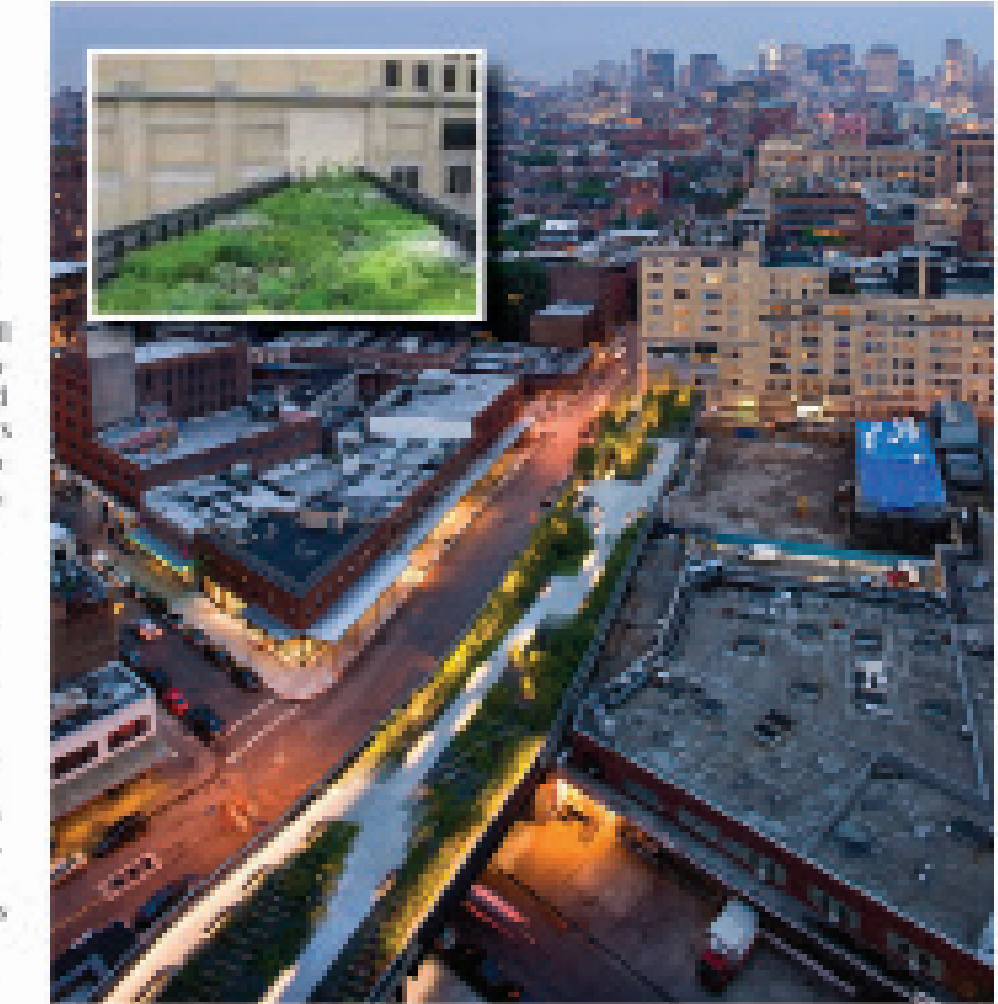
When New York City's overcrowding (blister) stopped packing meat, and the rest of Manhattan's factories closed and became offices or condos, the city was left with a useless elevated rail line running from the West Side Rail Yards 1.5 miles down the Hudson to Gansevoort Street. In 1980 CSX Railroad gave the abandoned line to the city as part of an extensive deal involving freight rail service to greater NYC. What to do with it? When New York City's overcrowding (blister) stopped packing meat, and the rest of Manhattan's factories closed and became offices or condos, the city was left with a useless elevated rail line running from the West Side Rail Yards 1.5 miles down the Hudson to Gansevoort Street. In 1980 CSX Railroad gave the abandoned line to the city as part of an extensive deal involving freight rail service to greater NYC. What to do with it? The study showed that while the underlying structure of the line was usable, still capable of holding up two freight trains, the surface material was contaminated with lead paint, asbestos, PCBs, and all manner of other noxious substances, park, all of that matter would have to be removed. One option being considered, just leaving the line the way it was and letting people visit. During period, the line was so loaded with stores that it had either to be demolished or completely renovated. The need to strip the line back to its steel and concrete supports raised the cost of construction.

126



## Highline Redevelopment Proposal Facts

The High Line Park runs more than 2.5 blocks from Gansevoort to 20th Street. The second phase runs along West 20th Street to 11th Street with benches in 2013. The High Line is mostly built a 200-year-old top of an elevated railroad track. There are multiple layers with a "living roof" including a grass cover, drainage layer, gravel, filter fabric, subsoil, and topsoil. Materials used in the High Line were selected based on life-cycle costs. Special concrete designed to last long was used to reduce the waste caused by later replacements. Parts of the High Line are rehabilitated rather than removed. Plans are underway to harvest rainwater from the walls of nearby buildings. That has already resulted in plant species were introduced to the High Line's micro-climate. Friends of the High Line will employ semi-annual 18-21 in part of its "Trash Corps" program. Additionally, the High Line Schools program now



127



The High Line is preserved through a federal mechanism and not demolition, which preserves transportation corridors and allows them to be used as trails.

A decade ago, so many re-purposed buildings were in fact again using the elevated freight tracks that cut through the West Side of Manhattan that the idea appeared to be doomed. Owners of land and buildings through-out Chelsea went of the idea of the High Line. In 2009, Michael J. Bloomberg, pro-claiming that preserving the High Line as a public park revitalized a result of the city and generated \$2 billion in private investment surrounding the park.

The mayor pointed to the 400,000 square foot building whose glass walls peer up against the High Line and the hundreds of art galleries, restaurants and boutiques it overlooks. All of that commerce more than makes up for the \$115 million the city has spent on the park and the deal it has made to encourage developers to build along the High Line without back-

ing out the sun. Mr. Bloomberg said, On top of the 6,000 construction jobs those projects required, the redevelopment has added about 1,000 jobs in the area, the mayor said. Instead, what started out as a community-based campaign to convert an eyesore into an asset, evolved into one of the most successful economic-development projects of the mayor's two years in office. The co-founder of Friends of the High Line, a group that operates the city-owned park, said the mayor and his staff deserved credit for having embraced the park and rescued the neighborhood it passed through to help it flourish. Robert Gianandrea, one of the founders, said the organization's commission-



study of 11 potential commercial tenants of the project in 2007. "We talked about a High Line that said that it would be good for the local economy," Mr. Gianandrea recalled. But, he added, "we had no idea that it would happen this fast. If you had told them that 100th Avenue would be a location for some of the world's best chefs, it would not be ludicrous."

Amende Bonfanti, the city's planning director, emphasized the focus to properly select, saying that in one building that study the best section of the High Line, the priority of apartment's had developed since the park opened, to about 92,000 square feet. Mr. Bonfanti called them "Techno Row" as she is led of the review of design

ideas, on behalf, economy, urban, and green, along with trees and shrubs including chokeberry, holly, magnolia, redbud, rose, salix, and shrubs. The random looking (though deliberately composed) planting beds and excitement could be generated by the Art of this line of the second segment of the High Line, which runs between West 20th and West 30th streets.

Finally, the same class reaction that greeted the first segment returned again this summer, as the newly completed middle portion of the High Line revealed that rather than being simply more of the same, the park is evolving into a much more varied experience than many had anticipated. The newly completed half-mile stretch feels different from the first in that its route is straighter and narrower (two tracks wide as opposed to four in the southernmost section). It makes fewer jogs and lacks the extravagantly sweeping arc of the northern end of the viaduct, which will bring the High Line to a dramatic culmination when the entire project is finished.

Because all the public components are being connected by the creative team comprised of two New York-based architectural and planning firms, James Corner Field Operations and Diller Scofidio + Renner, along with the Dutch landscape architectural firm Oudolf, the High Line feels wholly cohesive and yet never repetitive throughout its entire mile-and-a-half length. For example, at West 20th Street, the design team has created the Viewing Spur, a 100-foot-long observation deck that overlooks the Hudson River and the World Trade Center. The Viewing Spur also features a large wooden amphitheater at the viaduct's widest point on West 17th Street. But the Viewing Spur differs from the Trade Avenue Square because of a large, vaulted viewing platform (the size of about two football fields) constructed on the tracks' supports that playfully demonstrates the vista into the street below like the outline of a movie screen.

Once again, Oudolf's selection of botanical material is superb. The same was true that each flowering perennial is an allusion, contrast, color

logically distinctive and seasonal. Since then, the designers have spent less on the park, which possesses the same and has constant population as the conventional outdoor selection.

Particular areas of the High Line have been given extensive attention when up and down what it takes to get things done in the City. The Street Sleeps, throughout, these off-the-beaten-path considerations remained obscured as they and everyone's position for every quarter—an obstructionist neighborhood group called Chelsea Property Owners that throughout the city calls with all the plans for this is just a of possible community development program that the city has to be successful.

The High Line's founders and prime movers, Joshua Davis and Robert Gianandrea, offer an absorbing account of their basic understanding of public and infrastructure in High Line. The basic story of New York's Park in the Sky. The pair start in 1994 at a local community board meeting and three days later they closed elevated railway was, which was constructed between 1976 and 1981 to bring, use materials and materials goods to the third story second-story of warehouses, cars, factories, and food processing plants near Manhattan's Hudson River.

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128

129

129



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New Orleans, LA., 70112  
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**50% OFF Daily Lunch Specials**

**Design Challenge:** Design a new interesting and appealing Newspaper ad series layout at 3 different scales: quarter page, half page, and full page layouts for an existing restaurant to run a newspaper ad series. The Wine Bistro restaurant was looking to increase their lunch time revenue stream and expose its dishes to people who normally wouldn't dine here due to its high scale atmosphere and thus grow its exposure to attract new potential customers.

**Design Solution:** Adobe Illustrator was to create logo as seen earlier and then was used in the larger InDesign document. Adobe InDesign used to create the custom newspaper advertisement series layout. A carefully selected image was used to illustrate the high scale brand image. Discount text was added to entice other sub-market participants to engage with Wine Bistro's inviting atmosphere. Thus market the Wine Bistro brand to many new potential clients who would have not normally visited there due to the restaurants classiness.



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**Thank You...**

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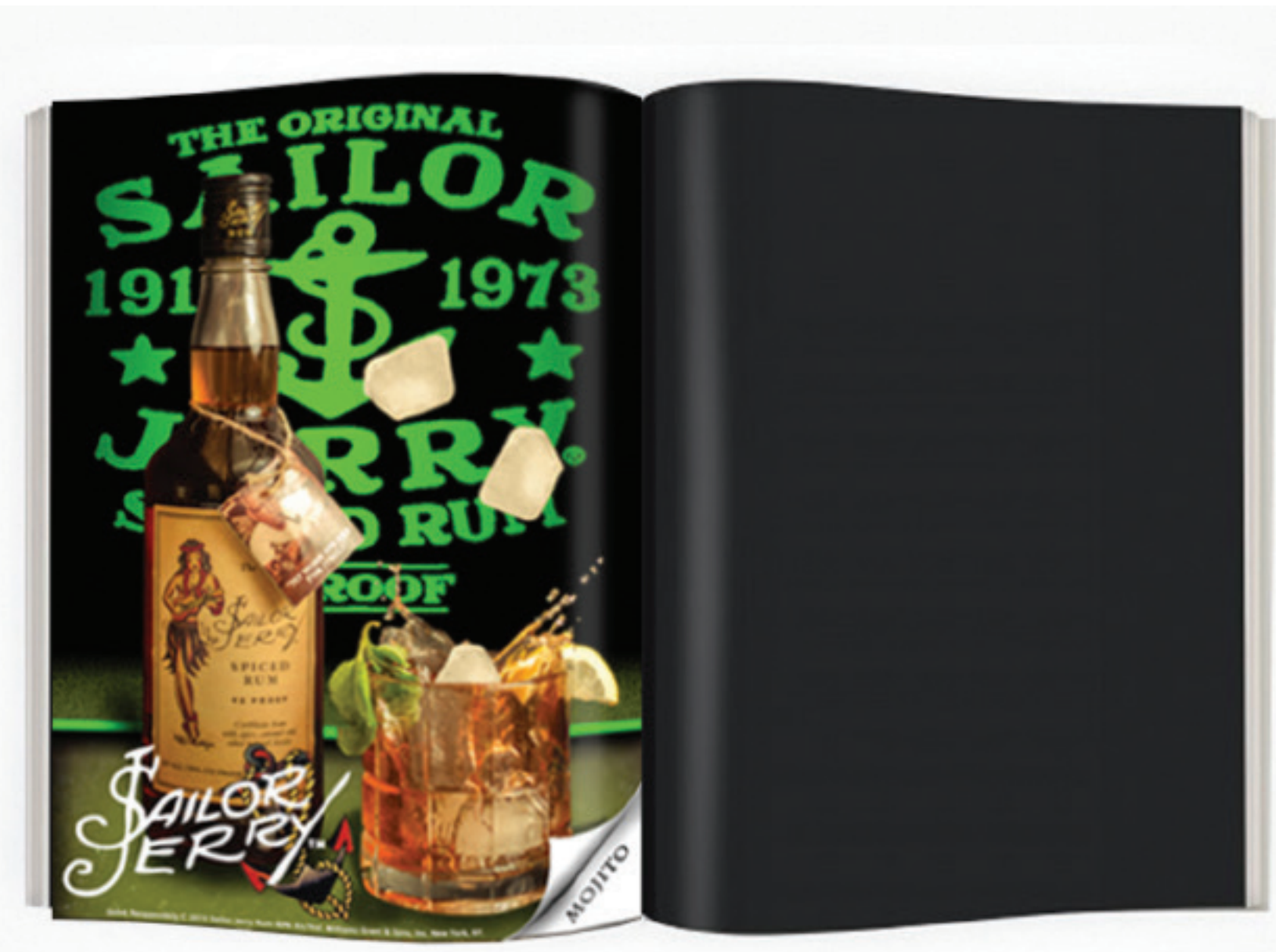
Complete Line of Coin Operated Video Games  
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"Rock-Ola"™ Juke Boxes & Parts

**Fast & Efficient 24 Hour Service**

**Design Challenge:** Design a new appealing quarter page Newspaper advertisement layout at 2 different colors for 2 different businesses. The 2 businesses were looking to gain exposure of their services to a larger demographic.

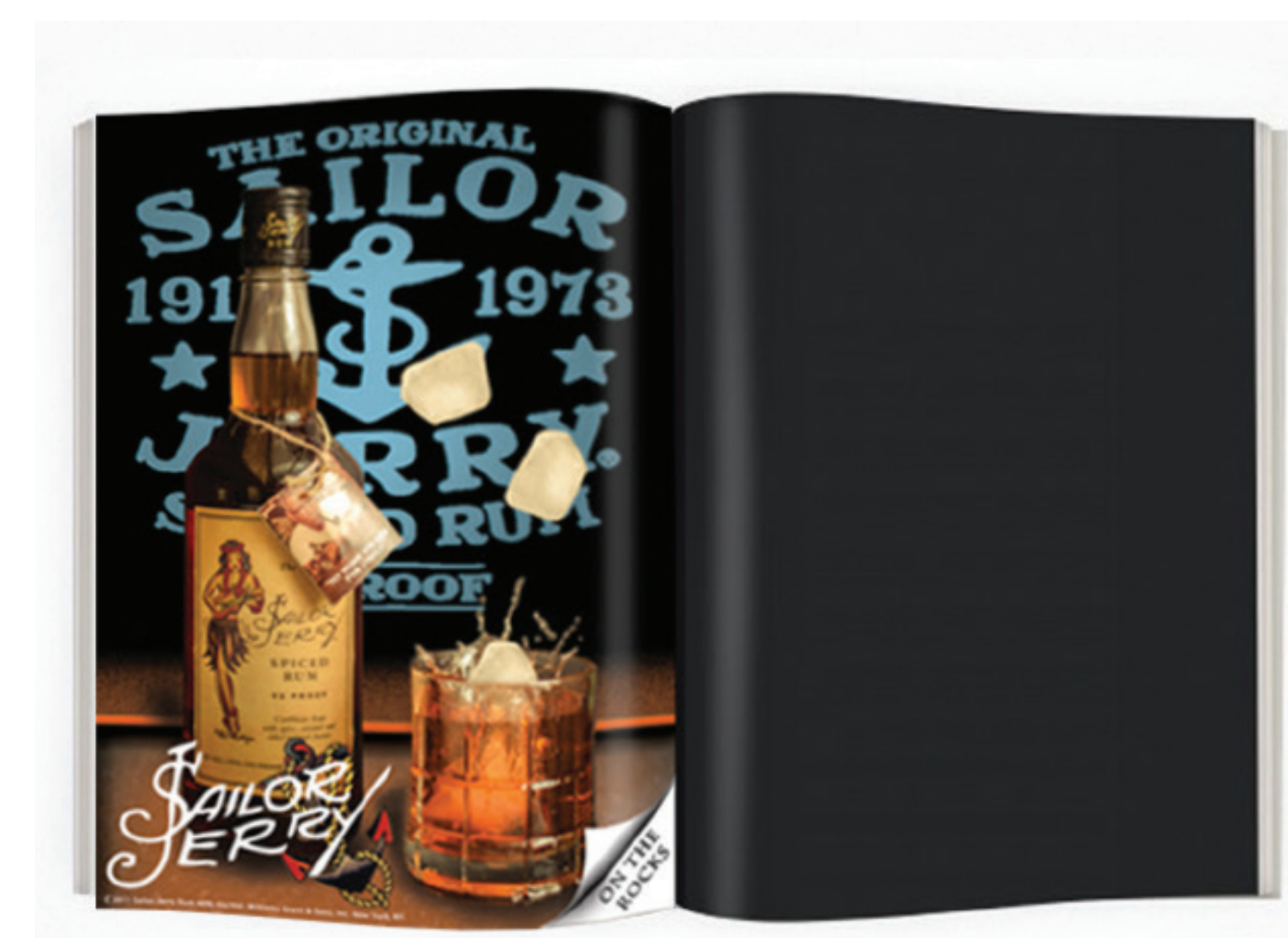
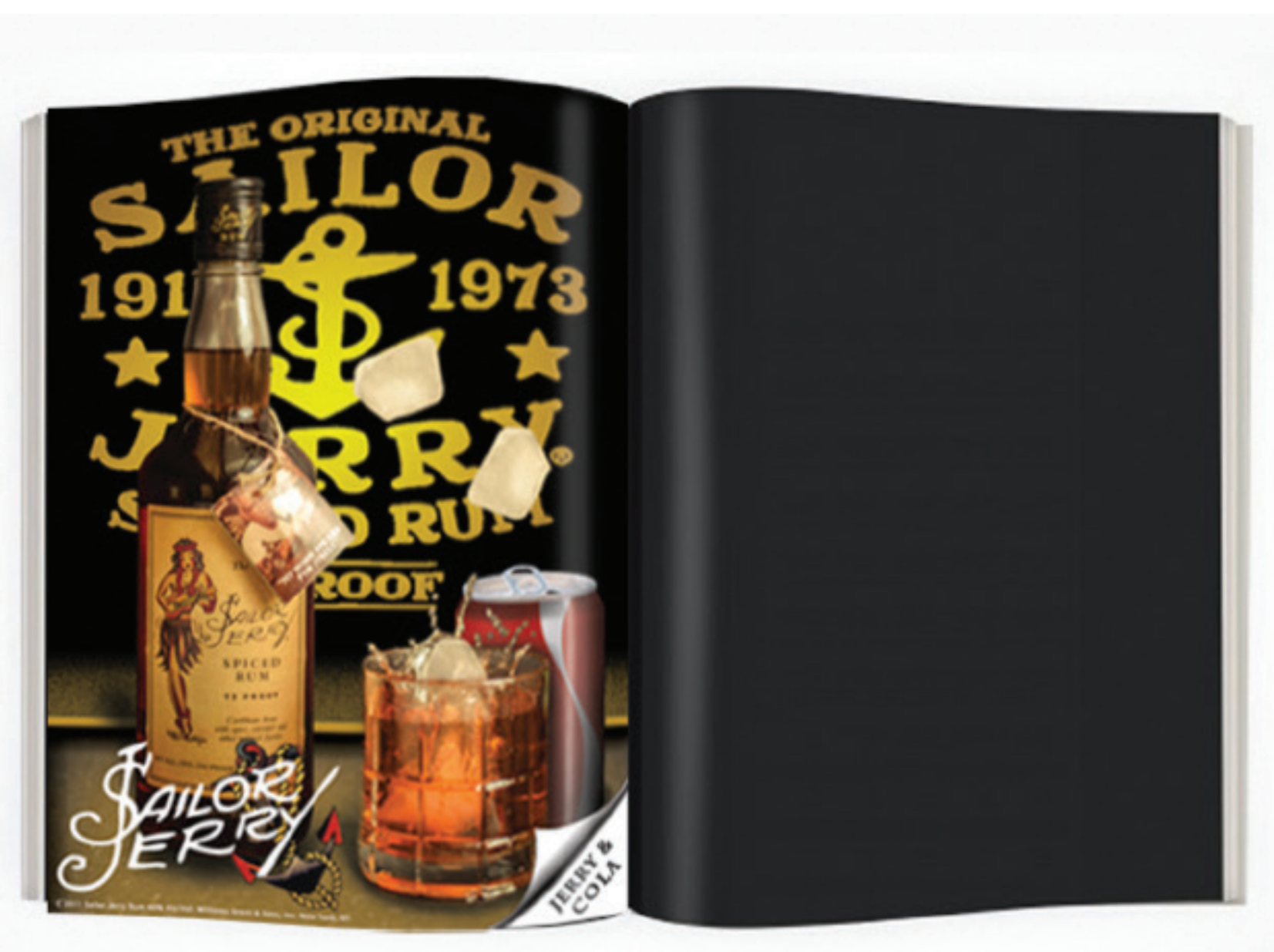
**Design Solution:** Adobe Illustrator was to create logo as seen earlier and then was used in the larger InDesign document. Adobe In Design used to create the custom quarter page 2 colors newspaper advertisement layout. The choice of creative type and the blue color was used to illustrate the Gameco. brand image. The used of text and the wooden fence picture was used to illustrate the A-1 Fence & Patio Co. brand image. Thus creating a newspaper marketing advertisement for these 2 Companies to expose their services to a larger demographic and attract potential new customer's.





**Design Challenge:** Design a new appealing full page magazine advertisement layout, the new advertisement campaign features a series with 4 complimentary concepts. The Sailor Jerry Brand was looking to expand their client base and become more appealing to a wider demographic.

**Design Solution:** Adobe Illustrator was to re-create Sailor Jerry logo as well as background text. Adobe Photoshop was used to create the custom full page Magazine Advertisement layout. The choice of changing type colors was used to illustrate the different uses for the Sailor Jerry liquor. All product photos were taken at my studio with my Nikon D-7000 camera. Thus, successfully creating a new appealing Magazine ad series for the Sailor Jerry Brand to expose their product to a larger demographic and attract potential new customer's.



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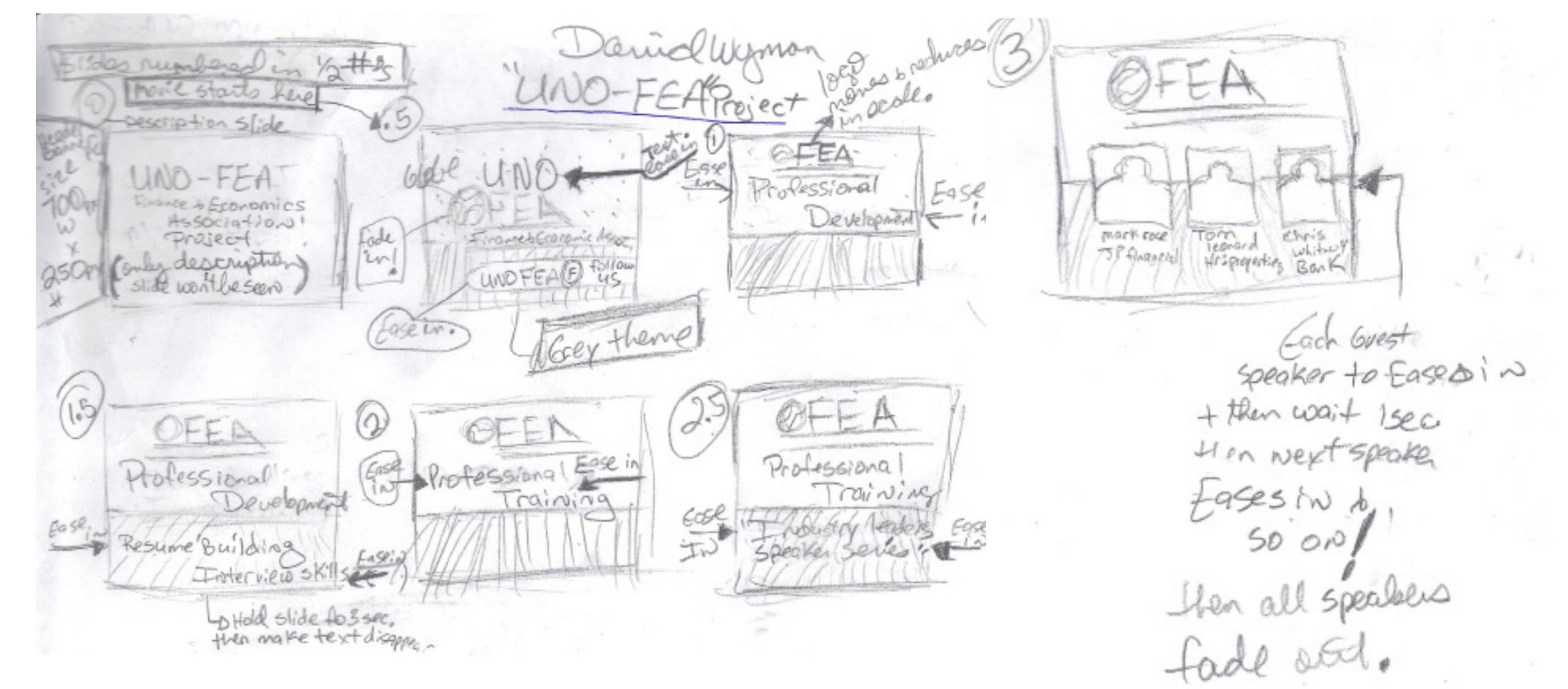
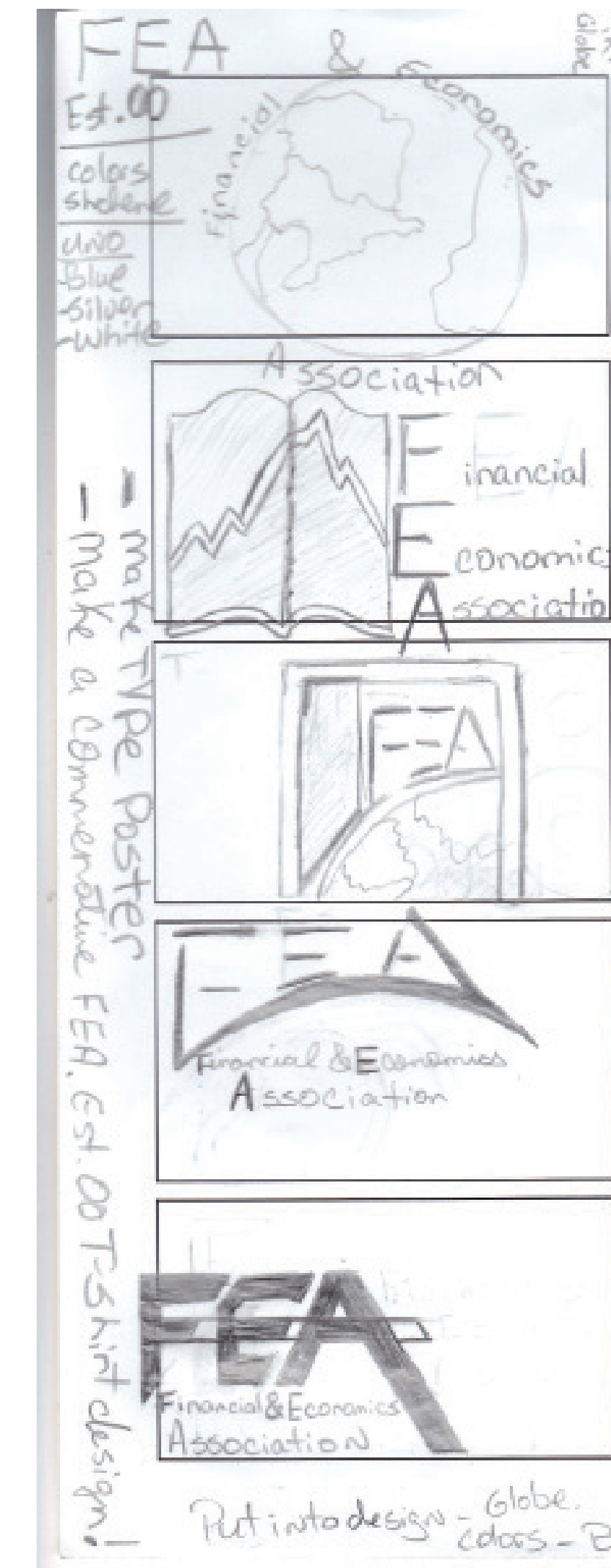
**Design Challenge:** UNO Finance & Economics Association needed a brand image that would connect with the current business and finance student population in a relevant way. UNO FEA was also in need of a communication channel through which they could connect with their chapter members and choose to do so through facebook. FEA was looking to expand their exposure and brand image to become more attractive to it's student members. FEA was very proactive and took the necessary time needed to clearly identify their target market and create an action plan for their brand image.

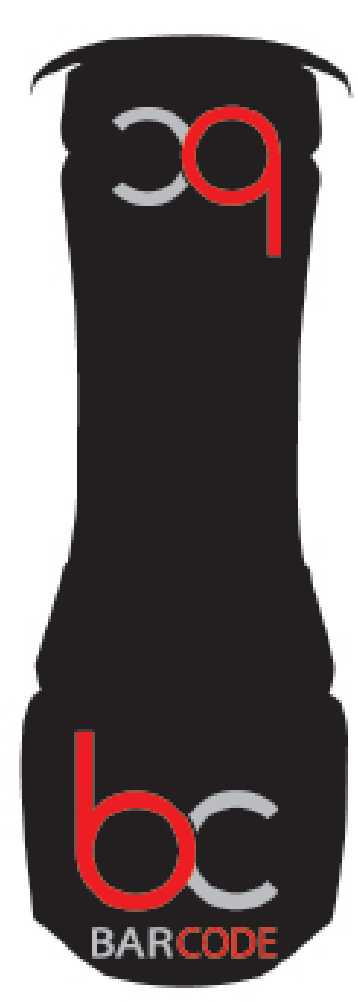
**Design Solution:** Adobe Illustrator was to create the new FEA logo graphic. Adobe Photoshop was used to create the custom Facebook header image and event Advertisements. The Design process was as follows: blue color choice in the Advertisement was selected to illustrate the business community that UNO business students would be entering in to. The Globe symbolizes the new global economy that UNO business students are being trained to enter. However, for "time constraints" the Advertisement was being used for digital signage on the KH Vision TV circuit as well. The 6 part Professional Speaker Advertisement series was used to attract students to the scheduled meetings to network with local Industry Leaders.



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**Design Challenge:** A local nightclub was looking to re-brand themselves into a new redefined "High Scale" Brand and choose to target young corporate professionals. The local nightclub was in needed of an entire new brand image to expand their exposure and become more attractive to it's potential new young professional clients; but in order for the local nightclub to accomplish this they would need to create an action plan for fully carrying out the new brand image.

**Design Solution:** This was a 5 designer collaboration to create the necessary logo, corp id, product packaging, restaurant & drink menus, table top menus, staff uniform, security badges, magazine ads, Newspaper ads, exterior signage, vehicle graphics, indoor & exterior banner ads, billboard and digital signage ad series. The "BARCODE" concept was developed and chosen to connect with these young professionals in a way that could be received by this young professional demographic. Adobe Illustrator was used to create the new barcode logo and vehicle graphics. Adobe Photoshop was used to create the ext. signage, indoor & exterior banner ad, billboard and digital signage ad series.





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