

# David Bock

Senior Graphic Designer | Art Director | Marketing Strategist

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## PROFILE

Creative professional with ten years of experience across tabletop publishing, consumer products, and digital media. Known for taking ideas from concept to shelf, building cohesive brands, and shaping campaign strategy that supports real business outcomes. Strong mix of design execution, art direction, messaging, and marketing production. Works well on cross-functional teams and thrives in environments where creative and strategic thinking meet.

## CORE SKILLS

- Graphic Design
- Creative Direction
- Art Direction
- Branding
- Packaging
- Layout Design
- Marketing Campaigns
- Email Marketing
- Social Media Strategy
- Web Design
- Photography
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom)
- Crowdfunding
- Team Leadership

## EMPLOYMENT HISTORY

### Marketing Consultant and Manager / Graphic Designer

JUN 2025 - PRESENT

SON OF OAK GAME STUDIOS | CONTRACT

- Guided the launch of Legend in the Mist, shaped campaign strategy, positioning, and developed creative assets.
- Promoted to Marketing Manager to lead the full rollout across various retail channels.
- Continued as a consultant after launch, supporting marketing, writing marketing copy, managing email and social media communication, brand development, and product positioning across the Mist Engine ecosystem.

### Creative Director / Senior Graphic Designer / Industry Consultant

NOV 2019 - PRESENT

GAME BOCKS | FREELANCE

- Lead creative direction and graphic design for dozens of publishers, taking games from concept to manufacturing.
- Built visual identities, logos, packaging, and full UI/UX layout systems for tabletop games.
- Produced marketing assets for crowdfunding and retail, including product photography, social media, ad creatives, landing pages, and campaign copy.
- Provide art direction and development feedback to maintain style consistency and improve clarity and usability.
- High profile clients includes Cephalofair, Ravensburger, Incredible Dream Studios, and Arcane Wonders.

### Graphic Designer / Web Developer

MAY 2023 - PRESENT

RED RAVEN GAMES | CONTRACT

- Deliver design for products, marketing, and game materials across the Red Raven catalog.
- Designed and maintain the company website, including UX improvements and updated brand visuals.
- Support marketing through asset creation, photography, social media, and copywriting.

### Lead Graphic Designer

JUL 2024 - APR 2025

PICKPOCKET GAMES | CONTRACT

- Produced full design for the studio's debut game, covering layout systems, icons, packaging, and templates.
- Supported art direction to maintain visual coherence across all assets.
- Built production-ready files and managed data-merge workflows for a clean print pipeline.
- Designed and prepared visuals for the successful Kickstarter launch.

### Graphic Designer

AUG 2024 - MAR 2025

CRE@TE | CONTRACT

- Delivered design work for point-of-sale displays, banners, and marketing materials across major beverage brands.
- Maintained brand consistency while adapting to fast-turn, high-volume environments.

## EDUCATION

### Purdue University

CLASS OF 2007 BFA - VISUAL COMMUNICATIONS DESIGN  
MINOR - CREATIVE WRITING