



# DAVID SCHWARTZ

Associate Creative Director  
Senior Art Director / Design Lead

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[DavidMadelt.com](http://DavidMadelt.com)



## ABOUT ME

I have over 20 years of design and entertainment experience and a history of award winning work. Some of the artists and brands I've created for are **Google, Amazon, Netflix, Marvel, Beats By Dre, Prince, Paris Hilton, NBC, Sony, iHeart Radio, L.L. Cool J's Rock the Bells** and more. I started my creative journey with the musical icon Prince. I'm featured on 2 albums and music videos. We toured, performed, recorded and wrote songs together but what I'm most proud of is beating him in basketball.  
– [Medium Article](#)  
– [Billboard Magazine Interview](#)

In 2020 I created "Rhyme Capsule", a 1,200lb marble and crystal boombox sculpture showcased at ComplexCon, DesignerCon, Art Basel Miami, the Hip-Hop Museum in NYC, Google HQ in ATL and 8 art galleries in the US and Canada.  
– [RhymeCapsule.com](http://RhymeCapsule.com)

## EDUCATION

**ELVTR Virtual Training** (2023-2024)  
Creative Direction Certification

**Technology Assoc. of GA (T.A.G.)** (2022-2023)  
Leadership Cohort Program.

**School of Communication Arts** (1997-1999)  
Art History, Creative Writing, Design, Adobe Software.

**Fields:** Entertainment, TV and Film, Software, Music, Beauty, Luxury, Fashion, Apparel, Product design, Product Packaging.

**Skills:** Creative Direction, Art Direction, Design, Key Art, OOH, Experiential, Presentation Decks, Social Media Content, Websites (UI), Mobile Apps (UI).

**Software:** Adobe Suite, Photoshop, Illustrator, InDesign, Midjourney ai, Google Workspace, Microsoft Office, Project Management Apps.

## WORK EXPERIENCE

**Lead Content Designer** (2019 - Present)  
**Honeywell** (Atlanta, GA. - Full Time)

- Design lead for developing the logo, branding and style-guide for the largest software product Honeywell Forge.
- Highest level presentation decks for the CEO, President and C-Suite executives.
- Worked with internal cross functional teams and external agencies to ensure brand quality and standards while pushing boundaries of brand aesthetics.

**Creative Director** (2023)  
**LL Cool J's Rock The Bells** (Remote, Freelance)

- Created the Key Art and Styleguide for a four day music festival featuring the biggest names in Hip-Hop.
- Selected designers, motion artists, illustrators, ai artists, editors and oversaw workflow and deadlines.

**Associate Creative Director** (2016-2017)  
**Hi5.Agency** (Burbank, CA. - Full Time)

- Led projects for AV, Key Art and Social on Netflix Originals including Marvel's The Defenders, 13 Reasons Why and Santa Clarita Diet.
- Managed workflow and deadlines for designers, motion artists, illustrators and editors.

**Senior Art Director** (2014-2016)  
**BPG Agency** (Los Angeles, CA. - Full Time)

- Contributed to several campaigns for clients like Hulu, Netflix, Universal, Paramount, Warner Bros., Disney, The work won Davey, Shorty, Clio, & Promax awards.

**Art Director / Designer** (2010-2018)  
**Paris Hilton** (Beverly Hills, CA. - Freelance)

- Websites, key art for multiple music releases including Good Time f/ Lil Wayne, billboard for Coachella, apparel designs, deck designs, product packaging and directing BTS video shoots for social.