

Humanfiles.com is the web presence for the visual work of David McGowan, a creative for hire.

I launched humanfiles.com in March of 2007 as a vehicle to feature long-term photography projects and design work. I'm part of an international group of photographers being mentored by Magnum and National Geographic photographer, David Alan Harvey.

EXPERIENCE

- 2007+ **Humanfiles** design and photography for West Michigan
Shooting for Grand Rapids Social Diary. Showed "I'm one of those Americans" for ArtPrize.
- 2001–2007 **Core 3 Creative** (formerly Image Studio, Ltd.) Chicago, IL
Core 3 Creative is a design and photography studio with a concentration in the catalog industry. For three years I was the lead designer for the National Geographic catalog, being responsible for all creative, page layout, and art direction of the product photography.
Work with National Geographic sent me on a number of location shoots to places like Costa Rica, Mexico, Puerto Rico, and Spain. I was able to contribute an editorial feel to the catalog through photography of local color and texture, as I maintained other creative duties while on location.
Other accounts I worked on while at Core 3 Creative were The Republic of Tea, Graceland Enterprises, Boathouse Sports, Chefwear, and Chaisso.
- 1998–2000 **Freelance** in Chicago and DC
Over this period, I spent time in both Chicago and DC working with Ogilvy Public Relations, Fahey Davidson Advertising, The Leap Partnership, Closer Look Creative, Impiric, The Rosen Group, and Edel Partners. Assignments included designing logos, page layout, and illustration for a variety of clientel .
- 1996–1998 **Amway Corporation** Ada, MI
My position with Corporate Merchandising Services evolved into a variety of design and production work, with an emphasis on maintaining the advertising and marketing electronic media for five business lines.
- 1993–1996 **HH Cutler and Cutler Sports Apparel** Grand Rapids, MI
Both HH Cutler and Cutler Sports Apparel were owned by VF Corporation. At CSA I worked in Creative, developing layouts and themes for sportswear under licenses for all major league sports.

EDUCATION

- 1988–1992 **The Savannah College of Art and Design** Savannah, GA
Bachelors of Fine Arts—Graphic Design and Illustration Double Major

SKILLS

Page layout skills with an emphasis on catalog design

Digital photography skills for long-term photo essays, editorial travel, and product images for web and catalog

Traditional and digital illustration skills

Strength in identity and icon development for branding

Image editing of photography and graphics for final output

Art directing product and on-figure photography

Product styling, set design and surface building

WordPress, Joomla, xhtml and css for web design

SOFTWARE STRENGTHS

InDesign

QuarkXpress

Photoshop

Illustrator

Dreamweaver

Acrobat

And others from the

CS4 Master Collection