

DAVID KUEHNE

DESIGNER, CREATIVE DIRECTOR, INVENTOR

ABOUT

Contact

David Kuehne (pronounced Cohen)
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Education

California State University, Chico

BA: Drawing & Painting

Honor Society: Phi Kappa Phi

Originally trained as a visual artist

with many years applying those design principles to print, screen and product design—as well as using strengths as a researcher and strategic thinker to absorb, analyze and create better solutions.

Artwork in both private and public collections—including the Janet Turner Print Museum collection (located at CSUC).

Ongoing Education

- Over 30 Certificates of Completion at Lynda.com/LinkedIn Learning
- 1000's of hours of instruction from YouTube, books and other sources

Skills

- Highly analytical & strategic thinker
- Imaginative problem solver
- Full stack developer
- Wordpress & Divi Builder expert
- Server exp: AWS/GCP (Google Cloud Platform) deployment & maintenance, LAMP & OpenLiteSpeed stacks
- Photoshop with advanced Actions
- InDesign: (books, ads, promotion)
- UI/UX/Prototyping: XD, Sketch, Zeplin
- Logos/Illustrations: product & technical
- Copywriting: websites, documentation, ads, how-to & technical guides
- Video encoding (streaming – DASH)
- Some Premiere & After Effects exp.
- Training & talent development

Activities & Hobbies

- Head cook: Northern California Burn Foundation, Summer Camp, '93
- Volunteer work in Sri Lankan refugee camp (3 weeks), '84
- Inner city work in Dallas & OK City, '81
- Society of American Magicians/Chico Conjurers Club/US Chess Federation
- Mechanical puzzle inventor & collector
- Reading & Researching
- Oil painting (Landscapes/Seascapes)

EXPERIENCE

Product Design Engineer, Creative Director

GoChip Inc. — Mar 2012 – April 2018

GoChip created the first on-the-go media chip for streaming movies & TV shows to mobile devices without the use of Internet connections or data charges.

Key accomplishments: Invented and prototyped the main components of the GoChip—a magnetic solid-state video distribution media, along with a portable, pocket-sized Wi-Fi device that streamed movies and TV shows to mobile devices and desktops. Designed and prototyped all consumer video apps: Desktop (Electron), Android/iOS and digital storefront.

Worked with Sony and other major studios for products and packaging as well as General Motors for integrated car solutions and their GoChip Media Pack. Worked daily with software engineers in the implementation of streaming video apps across all platforms using Sketch & Zeplin. Encoded videos, created all advertising and print materials as well as copywriting. Developed TV & Movie packaging for world-wide library distribution—including the DOD/armed-forces. Implemented guidelines and trained designers, developers and QC teams in the use of MPD/XML files, video encoding, web development and the UV printing of our GoChips.

Creative Director, Graphic Designer, Web Developer

PathoLase, Inc. (PinPoint Footlaser)— Dec 2008 – Mar 2012

PathoLase created the first FDA approved laser for the podiatric industry—providing a better solution for fighting nail fungus and pathogens in their patients.

Key accomplishments: Designed concepts for a laser which automated the procedure for podiatrists and invented a unique portable foot bath that was successfully taken to market.

Worked closely with software engineers and was responsible for the design and production of ecommerce websites, customer portals, marketing materials and video encoding. Created ads for both podiatry magazines as well as the N.Y. Times, USA Today and The Wall Street Journal.

Creative Director, Graphic Designer, Web Developer

Travidia (Later called Wanderful Media) — May 2004 – Nov 2008

Travidia was one the first companies to digitize newspaper ads and circulars for major media companies around the world—including Lowe's Home Improvement stores.

Key accomplishments: Rearchitected a turnkey solution of their main product with two other engineers, while maintaining a very tight deadline for a launch with Dallas Morning News. Worked privately with one engineer to implement a new on-line automotive solution—cutting development time by using my suggestion of the then new Ruby On Rails & Basecamp.

Responsible for training all front-end developers while providing much of the creative direction. Encouraged all developers to be on the cutting edge with the latest technologies.

Manager, Graphic Designer, Web Developer

Chico Enterprise-Record Newspaper — July 2001 – Aug 2003

Key accomplishments: Developed a new revenue-stream by creating an advertiser called the *AutoShopper*—running the entire production single-handedly while laying out the ad sections of the daily papers. Redesigned special sections—including real estate & bridal guides while implementing creative direction & standards-based HTML and CSS for their website.

Manager, Graphic Designer

Tri-County Newspapers (at the time, Morris Newspaper Corporation)— June 1995 – Dec 2000

Key accomplishments: Redesigned and cut the production time in half of their advertiser the *PhotoShopper* by implementing Apple computers and Apple QuickTake 150 digital cameras instead of scanned photos—outputting entire camera-ready mechanicals—thus raising the quality while significantly lowering the time and cost of production. Trained employees and salespeople alike in the use of the new technology while maintaining all equipment.