

DAVE DUNDAS

CREATIVE DIRECTOR

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davidedundas.com

PROFESSIONAL SUMMARY

Emmy Award-winning Creative Director with 25 years of experience driving brand transformation and creative excellence across Fortune 500 companies, major sports franchises, and global consumer brands. Proven track record building and scaling high-performing creative teams, architecting comprehensive brand systems, and delivering multi-channel campaigns that drive measurable business impact. Expert in translating complex brand strategies into compelling visual narratives across digital, social, broadcast, experiential, and product experiences. Career highlights include building Under Armour Golf into the #1 apparel brand in golf, winning 4 Emmy Awards for branded content, and leading complete brand transformations for organizations in sports, tech, and financial services.

WORK EXPERIENCE

PFF | CREATIVE DIRECTOR

2024 - Present

Built and lead PFF's Brand Creative division from the ground up - a multi-disciplinary in-house team driving all brand identity, design, video, social content, advertising, and creative strategy across the enterprise.

- **Complete Brand Transformation:** Led comprehensive rebrand including modernized logo system, expanded color palette, cohesive visual language, typographic standards, and refreshed brand voice - establishing PFF's Brand Guidelines to unify creative quality across all touchpoints
- **Strategic Partnerships:** Drive creative strategy for NFL and NCAA partnerships, translating complex data storytelling into accessible, engaging content reaching millions of sports fans across digital and broadcast platforms
- **Product & Platform Excellence:** Elevated UI/UX design consistency across PFF's suite of tools and platforms, improving user experience and visual presentation across all customer journeys
- **Cross-Functional Leadership:** Partner with product, social/content, sponsorship, B2B, and marketing teams to ensure cohesive brand expression and maximize campaign effectiveness
- **Team Building:** Established scalable creative operations and workflows supporting rapid growth while maintaining consistent brand standards

CAPITAL ONE | CREATIVE DIRECTOR

2021- 2024

Led creative strategy and execution on Capital One's Brand Partnerships team, managing creative development for major co-branded programs including Walmart, Williams Sonoma, Bass Pro Shops, Cabela's, and BJ's Wholesale.

- **Partnership Programs:** Directed creative strategy for multi-million dollar co-branded initiatives, guiding cross-functional teams through ideation, partner onboarding, and program launch
- **Full-Funnel Creative:** Orchestrated creative and customer experience across digital, social, print, broadcast, and experiential channels to support complete customer lifecycle from acquisition to activation
- **Stakeholder Management:** Collaborated with product, marketing, brand, experience design, and external partner teams to ensure seamless creative execution and consistent brand storytelling
- **Performance-Driven Campaigns:** Delivered creative that balanced Capital One brand standards with partner brand requirements while driving measurable engagement and program adoption

PHILADELPHIA FLYERS | CREATIVE DIRECTOR

2019 - 2021

Led Creative Content team for the Philadelphia Flyers, Wells Fargo Center, and Philadelphia Wings, establishing the creative vision for one of the NHL's most storied franchises.

- **Award-Winning Content:** Created and executive produced 'New Heights' branded video series, winning 4 Emmy Awards for outstanding sports content and storytelling
- **Integrated Campaign Leadership:** Developed and executed multi-channel seasonal campaigns spanning digital, social, broadcast, in-arena presentation, and consumer-facing marketing

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PHILADELPHIA FLYERS | CREATIVE DIRECTOR (continued)

2019 - 2021

- **Team Development:** Built and managed best-in-class internal creative team of 12 and curated network of agency partners to deliver exceptional creative at scale
- **Brand Systems:** Established comprehensive brand standards, visual identity systems, and messaging frameworks for each property ensuring cohesive storytelling across all fan touchpoints
- **Executive Partnership:** Collaborated with C-suite, marketing, ticketing, and operations leadership to align creative strategy with organizational goals and revenue targets

NATIONAL AQUARIUM | BRAND DESIGN MANAGER

2016 - 2019

Led complete brand transformation for one of the nation's premier aquariums, modernizing visual identity and establishing scalable creative processes during period of significant organizational growth.

- **360-Degree Rebrand:** Directed comprehensive brand evolution including refreshed visual identity, photography direction, illustration system, typography, and digital presence - creating cohesive brand experience across all touchpoints
- **Capital Projects Creative:** Led creative strategy and execution for major capital improvement projects, translating architectural and experiential design into compelling donor and visitor communications
- **Creative Operations:** Managed creative workflow across internal design, content, and social teams while coordinating multiple external agencies, illustrators, and animation partners
- **Brand Governance:** Established brand usage guidelines and best practices, improving consistency across digital, print, environmental, and experiential channels
- **Process Innovation:** Introduced scalable creative processes and workflows to support organizational expansion and increased output demands

UNDER ARMOUR | DESIGNER -> SENIOR DESIGNER -> ART DIRECTOR

2005 - 2016

Progressed through three promotions over 12 years at Under Armour during the brand's explosive growth from emerging performance apparel company to global athletic powerhouse. Key achievement: Launched and built Under Armour Golf into the #1 apparel brand in golf through strategic Jordan Spieth partnership and integrated brand campaigns.

Art Director, Golf / Team Sports (2016)

- Launched Under Armour Golf and Jordan Spieth signature line, building it into the #1 apparel brand in golf through integrated campaigns across print, digital, retail, and athlete marketing
- Directed seasonal creative concepts and campaigns for Golf category across all consumer touchpoints including photography, motion, video, and retail presentations
- Collaborated with Brand Marketing, Sports Marketing, Product teams, and external agencies to deliver integrated, athlete-driven creative supporting major product launches
- Produced high-impact creative that elevated brand perception and drove significant market share growth in competitive golf apparel category

Senior Designer (2008 - 2015)

- Led design execution for key product categories and seasonal campaigns during period of explosive brand growth including Football, Baseball, Youth and Outdoor categories
- Partnered with Marketing and Product teams on go-to-market creative strategies for major launches

Designer (2005 - 2008)

- Executed design for seasonal campaigns, product launches, and marketing initiatives across multiple product categories
- Supported brand identity development during critical growth phase as Under Armour established market position
- Contributed to establishment of Under Armour's distinctive visual language and brand standards

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AWARDS & RECOGNITION

- 4 Emmy Awards - Outstanding Sports Content (Philadelphia Flyers "New Heights" series)
- Built Under Armour Golf into #1 apparel brand in golf through Jordan Spieth partnership and integrated brand strategy
- Multiple local and national Addys, HOW In-House and IHAF awards
- Led complete brand transformations for National Aquarium and PFF, modernizing visual identity and establishing scalable brand systems

CORE COMPETENCIES

Leadership & Strategy: Brand Strategy • Creative Direction • Team Building & Development • Brand Transformation • Creative Operations • Cross-Functional Leadership • Stakeholder Management • Budget Management • Agency Partner Management

Creative Execution: Integrated Campaigns • Visual Identity Systems • Brand Architecture • Content Strategy • Campaign Development • Design Systems • Photography Direction • Video & Motion Direction • Experiential Design • Capital Projects

Craft & Tools: UI/UX Design • Typography • Illustration • Digital Design • Social Creative • Print Production • Broadcast Production • Adobe Creative Cloud • Figma

EDUCATION

MARYLAND INSTITUTE COLLEGE OF ART

Bachelor of Arts, Graphic Design & Digital Media