



DAVID GENTRY
Gentry Design

1133 Wisconsin Street
San Francisco, CA 94107
www.gentrydesign.com
415-640-0917

PROFESSIONAL BACKGROUND

I have achieved great satisfaction in creating successful design products for my clients in the entertainment, corporate, and academic fields. Throughout my professional career I have drawn from my experience in graphics, illustration, digital design, animation, and staging design to provide the best solution for a wide range of projects.

PROFESSIONAL HISTORY

2005 - 2018 - DESIGN and ILLUSTRATION As an independent studio I have produced commissions, graphics, and illustrations for clients in the arts, architectural, and motorsports fields.

My focus has been poster design for clients such as San Francisco Recreation and Parks, WestCoast Bentley Tour, Rennsport 2018 - Laguna Seca, Monterey and the graphic projects:

Living Treasures - www.livingtreasures.biz

Vintage Iron - www.machinemadness.biz/index.html

2001 - 2004 - FINE ARTS - I created the DREAMING CALIFORNIA Collection. A series of paintings and prints celebrating the unique vision of the Left Coast. www.gentryarts.com

1999 - 2000 - BROADBAND LEARNING NETWORK - I created internet programming for NINTH HOUSE a broadband corporate learning network delivering entertaining, effective, programming over the internet. I designed the "Brand You" program for Management Guru, Tom Peters.

As Art Director I managed a department of 16 designers, and production artists. I directed the build out of hardware, software, and communication systems. I worked with Producers, Content Development, Marketing, Engineering to create an integrated production process.

1996 - 1998 - MULTIMEDIA - I designed video and multi-media interactive productions for organizations such as the Smithsonian Institute, Ascend Communications, America Online, Applied Materials, Maui Whale Center, and the Grateful Dead, on Apple and PC Computers, Silicon Graphics Workstations, and Mainframe Video Systems.

1995 - VIDEO SPECIAL EFFECTS - I worked for Chyron corporation as product specialist for Liberty, a video compositing software system operating on the Silicon Graphics platform.

1993 - 1994 - TECHNOLOGY MARKETING - I designed and produced promotional and marketing material for hardware and software manufacturers Adobe, Microsoft, Abekas, and Ampex.

1990 - 1992 - STAGING DESIGN - I produced mixed media staging projects, combining set design, lighting, projection effects, and computer interactivity to create visually sculpted environments for institutions such as Macys, Hines Interests, First Boston Financial, California Academy of Sciences, and the City of San Francisco.

1986 - 1989 - SILICON VALLEY - I designed and directed pioneering work in interactive, computer graphics, and video productions, using Quantel, Aurora, and Ampex graphic systems for RCA, Best, Fan Club, and By Video.

1982 - 1986 - SAN FRANCISCO - As Gentry Design Studio I created visual products for my clients employing traditional media: graphic design, illustration, model building, and multi-image.



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EDUCATION

BFA in Design and Sculpture: Drake University, Des Moines Iowa
Post Graduate studies: Academy of Art, San Francisco

PROJECTS INCLUDE

CALIFORNIA ACADEMY OF SCIENCES: Video and interactive installations for the Life Through Time exhibit.

CITY OF SAN FRANCISCO: Moscone Lights Block long image and light show projected onto Moscone Center Introductory production for Festival 2000 multi-cultural event.

MACY S: Multimedia Fashion Shows, integrating projected imagery with lighting and stage sets.

FEDERAL RESERVE BOARD: "American Currency Exhibit" Interactive CD ROM survey of historical collection of American currency.

ROCK N ROLL: Backdrop design for the Further Tour A travelling show featuring the Grateful Dead, Los Lobos, and Bruce Hornsby.

SMITHSONIAN AMERICAN HISTORY MUSEUM: "Invent It" Interactive exploration of the inventive process.

HINES INTERESTS: Multimedia open house for newly built highrise at 343 Sansome in San Francisco's financial district. Featured special lighting and environmental projections showcasing an architectural theme.

AMERICA ONLINE: Design development for AOL sites. "Ski Online" & "Beautiful Cooking"

ASCEND COMMUNICATIONS: Trade show video wall design for one of the internet's leading producers of technology

BY VIDEO: I designed and directed laser disc point of purchase kiosks for By Video, a Warren Bushnell interactive company. All phases of production were under one roof...design, production, video, software, and hardware development.

AMPEX: I designed marketing and display material for this leading manufacturer of audio and video effects equipment. The highlight event was a 35 screen trade show installation, 7 screens across, 5 rows deep featuring video special effects produced on Ampex equipment for NAB, the National Association of Broadcasters trade show.

CLIENTS INCLUDE

Adobe
Wells Fargo Bank
Monterrey Aquarium
Smithsonian Institute

Macys
Microsoft
Hewlett-Packard
Monterrey Bay Aquarium

California Academy of Sciences
Levi Strauss
Ascend Communications
Federal Reserve