

DAVID **ARCADIA.CX**

ART DISRUPTION

CREATIVE DIRECTION

日本のために祈る。
PRAY FOR JAPAN.

"... Who am I?"

— **Marianne Williamson**

"If I were asked to explain the Japanese spirit, I would say it is wild cherry blossoms glowing in the morning sun!"

— **Motoori Norinaga** (1730-1801)
Nativist Thinker & Poet



"In the global marketplace of the future the price of every product will tell the ecological truth."

"The meme wars are raging. The grand narrative battles of our time are being fought with pixels and bandwidth. But clever videos and gifs are not enough.

To win the future, you have to be able to turn ideas into action... to turn your memes into reality."

— Kalle Lasn

REFERENCES & CURRICULUM BEE TAO

I hired Dave. He's instantly likable and virtually ego-free

He's also a talented designer with an eye for detail who's more than able to see a project through from start to finish

He covers plenty of ground from print, web, 3D and (above all) he's a very able thinker

Andrew Spurgeon
Creative Director

Digital Designer. Graphic Designer. Motion Designer. Photographer. Its hard to define David as he truly is all of these things and much more

He's worked with me as a design lead on a number of large and very demanding projects and has managed to deliver smart solutions that exceeded expectations every time

Shaban Siddiq
Design Director

I brought David in to work on a big pitch and found him to be incredibly talented - with the ability to get things right beyond expectation

In addition to this he was incredibly committed and personable and would love to bring him back in the future

We also ended up winning the pitch and David's contribution was key to this

Rob Trono
Creative Director

A spirit for connecting the dots around 21st-century economics, art x design & the third culture; also known as the edge. David has been a multi-disciplined visual communicator for +15 years, working for high profile integrated agencies, traveling across the world meeting startups, contributing disruptive design to art collectives & helping independents take giant leaps in the digital realm. Recent projects include a focus on solidarity with independent unions, supporting workers co-ops & future experiences for climate designers - converging on radical change, ethical design, cultural interventions, education, medicine, public awareness, conservation, social impact campaigns, fundraising, nonprofits, journalism, information design, humanitarian aid & committed to providing access to professional design for those who couldn't otherwise afford it, but would benefit immensely from its application

— aligning with industry insiders who are working to reshape the creative field to tackle climate change & combating the apathy towards values in design that has previously dominated the industry, including a deep understanding of the impacts advertising & consumerist ideology has had on human, community & planetary well-being. Supporting unfunded activist groups, mutual aid networks & radical libertarian projects for Zerofee or Radical Exchange programs

— diverse skillset ranges: a history of ideas, directing up early-stage startups, leading design in cross-functional teams at innovation-led agencies, designing & delivering International Creative Campaigns & Multi-Platform Interactive Experiences

— adapting to all types of team structures, applying various methodologies & processes from Design Thinking, Lean UX, user-centred Design & Design Sprints based on what works for the project, team or business

INFO

Portfolio
david.arcadia.cx

Date of Birth
28 / 11 / 1984
Margate, ENG UK

Passport / Visa
United Kingdom
Kingdom of Thailand

CONTACT

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Current Locations
London / Bangkok

EXPERTISE

Consulting & Collaboration
Activism & Climate Design
Visual Research & Development
Aesthetics & Visual Language
XR & Cross Reality Experiences
User Interface Design & Interaction
Service Design Thinking & Tools
Design Ops & Creative Resource

Figma	-----
Illustrator	-----
Indesign	-----
Photoshop	-----
Sketch	-----
Adobe XD	-----
Wordpress	-----
Webflow	-----
Cinema 4D	-----
After Effects	-----
Final Cut / Premiere Pro	-----
HTML & CSS	-----

RECENT PARTNERSHIPS / FREELANCE CONTRACTS OF NOTE



Activist Designer
Various Indep.
2006 - PRESENT

Brandalism / AdFreeCities / No Sweat /
Clean Clothes Campaign / Adbusters /
Rover Travel / PACS Animal Care For
Strays / Content Brats / Moving Water
Alliance / WeAreNativ / Kamala Healing
Centre / Community Finance / Oikos
Ecological / Thai Red Cross Society /
Bootleg Brothers Co.



Design Founder
Arcadia.cx
2022 - PRESENT



Vandal / Merc
Brandalism | LDN
OCT 2021 - PRESENT



Creative Director
ThePlanetCalls | Ireland
JULY - DEC 2021 [VOLUNTEER]



Visual Designer
Sky Creative | LDN
AUG - SEPT / DEC 2018



Design Lead
Mesoesthetic | Bangkok
DEC 2019 - APRIL 2020



Design Director
DCCPER | Goa
MAY 2014 - DEC 2014



Visual Designer
Fjord / Accenture | LDN
JUN 2015 - OCT 2015

COURSES & EDUCATION



Creatives Taking
Climate Action
2021 - Present



ACTIVIST
GRADUATE
SCHOOL

Activism Past,
Present & Future
2021 - Present



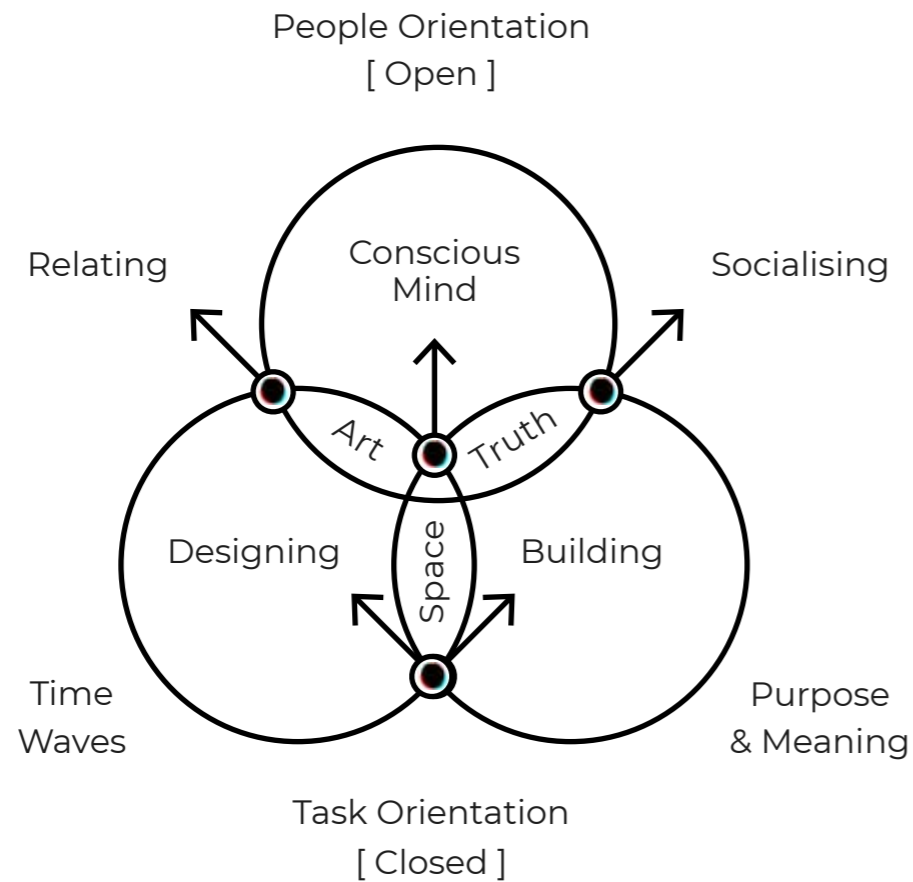
FTFM
Manifesto
1964 2000 '14 '20



Graphic Coms
BA Hons. **UCA**
2004 - 2007

Manifesto
1964-2000.

AFFINITY THINKING



MINDSET

"...because,
if you are not in it,
to save the world.
Then what is the point. Right?"
- Terence McKenna,
The Archaic Revival



SERVICE DESIGN & ADVERTISING HISTORY / BRANDS

Dark Horse Empire [Bangkok] / Fjord / Accenture / The Tin / Copa90 / Sky Creative / Volkswagen Financial Services / DCCPER [Goa] / iD Experiential / Weapon7 / Hometown / RGA / AKQA / VMLY&R / Saatchi & Saatchi / Publicis Chemistry / McCann Erickson / Turner / CNN / Langland / Frukt / Momentum / Universal McCann / Mother

Adidas® / RedBull® / Nike® / Uber® / Heineken® / Etihad® / VW® / Lloyds® / Pfizer® / Bayer® / AstraZeneca® / Vodafone® / Kopperberg® / Swatch® / Bacardi® / Windows Mobile® / Eurosport® / Castrol® / Converse® / Coca-Cola® / Oxfam®

SKILLSET / AGENDA

Ethnography & Empathy
Philanthropy & Critical Thinking
Visual Research & Creative Strategy
Service Design, Thinking & Methods
Personas, Identities & Source
Information Architecture & Flow
Memeography & Cultural Evolution
Treasure Trails, Guide & Cryptics

Graphic Identity Development
Design Systems & Patterns
Digital, Printed & New Media
Rapid Prototyping & Devices
Narrative, Grid, Layout & Escape
The Lost Logos, Words & Symbols
A History Of Ideas & Connections
Future Realities & Spiritual Techno

TRAVEL

