

# David A. Jaacks

178 RT 44 – Brownsville, Vermont 05037

Email: David@keenjaacks.com

Mobile # 802-952-8652

---

**Summary:** Environmental designer with 19 years of retail and tradeshow design experience. Skills include (i) award winning design and exhibit work, (ii) successful entrepreneurial management over a design company for ten years, (iii) conceptually translating business ideas into products, graphics, exhibits, and other display vehicles (iv) solving problems effectively.

---

## Job details:

2006- Current                                    **G3/Kiosko Inc**                                    Hoboken, NJ /North Springfield, VT.

Creative Director for a manufacturer of retail kiosks, store fixtures and point of purchase displays. Responsibilities include client conversations, design ideation, concept presentations, design management, price estimation and production documents. Current major projects include in Store in Store Concept for Luxottica's Brands Sunglass Hut, Lens Crafters, Oakley and the new store design implementation for Footlocker. Additional responsibilities include supervision of prototype fabrication and offshore production in China. Past projects include many food service clients and most of the major wireless retailers.

2005- 2006                                    **Orion – Retail Exhibit Display**                                    Smithfield, R.I.

Assisted with the transition of former Exhibit A clients and employees as they became acquainted with Orion. Clients of note include Stony Field Farms Yogurt, Seventh Generation, Swarovski and South Pole Clothing.

1995-2005                                    **Exhibit A and Action Signs**                                    Providence, R.I.

President and co-founder of a Nationally awarded trade show exhibit manufacturer and graphic sign producer. Lead the sales team and design studio. Projects included 2 story exhibits, mobile marketing vehicles, museum work, retail work and a new category of tradeshow marketing called the Transformer. Projects were manufactured at our 40,000 square foot production studio. Our fabrication capabilities included wood, metal, plastics, electronics and fabrics. Sold in the business in 2003.

1993 -1995                                    **Crown Exhibit Group**                                    Providence, R.I.

Started as a designer of tradeshow exhibits. However the company sold too many my designs and I moved into the production department to assist with production, within 6 months I was promoted to production manager of the 12-person shop.

## Objective:

To work with a group of like-minded and talented professionals to produce world class exhibits. Help solve and implement truly complex and challenging exhibit and display programs.

## **Personal Milestones:**

- Increased sales from \$0 to \$2 million in the first three years of business.
- Established formal organization from start up: hired and trained key individuals in Design, Production, Engineering, Sales and Finance.
- Personally worked with customers ---- enjoyed regular repeat business.
- Lead major client idea sessions between internal or external marketing teams with intense focus on the formation of measurable and deliverable objectives.
- Implemented hundreds of marketing solutions through built forms.
- Responsible for Design, Operations, and Fabrication aspects of the company.
- 18 National Best of Show Booth Awards
- 23 Clients' business purchased.

## **Education, Skills, Leadership, and Personal:**

Education: Rhode Island School of Design: BFA and a Bachelors of Architecture.

Awards: **RISD – Business of Design** award in 2000.

Computer Proficiency: 3D digital modeling and rendering. Daily use of Autodesk Product Design Suite Ultimate, which includes Inventor, Alias, Showcase, 3d Max and Auto Cad. Other programs include Adobe Creative Suite 5 programs and Sketch up.

Fabrication Skills: Cabinet and Display Builder, Welder (steel, aluminum), Graphic Signage design and fabrication (vinyl, digital, electrical, AV and electronic), Machinist and Fine Arts production.

Leadership Experience: Design and Engineering Departments, Production and Fabrication Departments, Labor Crews onsite Install and Dismantle, Construction and Project Management.

Personal: Extensive travel experience.

Married for 11 years, with three children who all have dual citizenship with US and Australia

Nationally Certified Firefighter and Lieutenant for the West Windsor Volunteer Fire Department

## **Portfolio: [david.keenjaacks.com](http://david.keenjaacks.com)**

### **Clients Served:**

Oakley, Sunglass Hut, Foot Locker, Wrapsol, Cinabon, AT&T, Mobile Solutions, Mobile Connection, Mobile Life, Simply Wireless, Swarovski, American Power Conversion, Stony Field Yogurt, SoBe Beverage, Yoo-Hoo, Nantucket Nectars, Seventh Generation, RISD Museum, RISD Works, National Culinary Museum, Teknor Apex, Leach and Gardner, EFD, KMC, EG&G SEALOL, TYCO International, Kettle Cuisine, Barri and Gail, Prized Possessions, Leon Levin, South Pole, Chaps, Bill Blass, American Classic Clothing, Warnaco, Calvin Klein, Uvex, and Con de Nast.