



David Myers

Artist, Creative Director

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Summary

Creative leader with extensive experience turning ideas into results and building teams that deliver. Skilled in product creation, brand development, digital marketing, licensing, and optimizing work flows. A strategic thinker with a hands-on style, known for driving innovation, refining processes, and delivering real growth. Energized by creativity—both my own and the teams I lead—and always focused on what’s next.

Experience

TREND enterprises, Inc.

1997 - Dec. 2025
(company closed)

Creative Director

Lead a studio of designers, marketing strategists, and production artists, overseeing the development of products, marketing initiatives, social media strategies, sales support tools, and customer presentations. Focused on driving business growth through brand strategy, fiscal responsibility, and new market development.

Led business and brand strategy development, creating tools that improved planning, strengthened product line management, and supported fiscal responsibility.

Developed and implemented marketing communications strategies across digital platforms, social media, web, in-store displays, and promotional campaigns.

- Planned and developed new products from concept through launch
- Collaborated with key stakeholders to create materials and resources aligned with strategic goals
- Achieved cost reductions through improved processes and operational efficiencies
- Managed multiple projects simultaneously, ensuring on-time delivery and alignment with customer and market needs

Areas of Expertise

- Extensive experience with industry-standard programs for design, data management, and productivity.
- Built and led high-performing Creative and Marketing departments
- Conducted competitive analysis to guide targeted promotional and product planning
- Evaluated, acquired, and managed licensing partnerships
- Developed consumer products across categories and markets
- Leveraged technology to enhance creative work flows and strategic planning

Anagram International

1989 - 1997

Graphic Services Manager & Art Director

M.A.M.

1985 - 1989

Graphic & Production Artist

Education

Northwestern College

1980 - 1985

- B.A. Commercial Art
- B.A. Fine Art

Life Philosophy

Faith-centered, family-focused, and dedicated to working with purpose and integrity.

Strengths

Creative Problem Solver with practical, hands-on experience and a collaborative approach. Skilled at leading and contributing to brainstorming sessions that turn complex challenges into innovative, results-oriented solutions.

A Clear and Thoughtful Communicator whether through words, visuals, or quick sketches. I enjoy turning ideas into outcomes that resonate, align teams, and move projects forward. Collaboration comes naturally, and I’m at my best helping others see the vision, act on it, and then celebrate the results together.

Leadership that nurtures talent, motivates creative teams, and delivers exceptional results—while fostering a positive, collaborative environment where people do their best work.

Skills

Adobe Creative Suite
Procreate
Vectorworks
Blender
Filemaker Pro
MS Office (Excel especially)
AI Tools (exploring & growing knowledge)

Areas of Interest

Pottery, sketching & drawing, painting, photography, digital art, 3D animation, ornithology, astronomy (member of Minnesota Astronomical Society), biking, nature, and, of course, **my family**



Creative Collaboration & Brand Storytelling

Throughout my career, I've collaborated with respected brands, talented partners, and dedicated teams to guide ideas from concept through production. My work spans retail and digital spaces, reaching children, families, and consumers in classrooms, homes, offices, and a wide range of community settings. These experiences have strengthened my ability to translate creative vision into meaningful, high-quality products and marketing campaigns.

Licensed Partnerships

I've had the pleasure of working with many well-known characters and global brands, developing kid-friendly educational and consumer products that resonate with families worldwide. These experiences have reinforced my belief that the best work is built through shared creativity and trust.

- Disney (classic & movies)
- Hanna-Barbara
- Sesame Street (CTW)
- Jim Henson's Muppets
- Looney Tunes
- Barney the Dinosaur
- Garfield (Jim Davis)
- Hasbro (Monopoly)
- Barbie
- Warner Brothers
- and more ...

Highlight: I had the great privilege of attending a Disney Artist Convention in Paris during the spring of 1991. We stayed at the Grand Hôtel de Paris—a spectacular venue that felt like something out of a storybook. The convention featured workshops led by world-renowned Disney artists, and we even enjoyed an early screening of Beauty and the Beast—parts of it still in pencil-sketch form. Beyond the event, I wandered through the city, visiting Notre-Dame de Paris and the Louvre. Unforgettable moments—each one adding new color to my creative journey.

Company Partnerships

Collaborated with Sales and Executive teams to create custom products, presentations, planograms, and promotional strategies for key partners. Helped align brand storytelling with retail goals and long-term growth strategies.

- Target
- Barnes & Noble
- Hobby Lobby
- Staples US
- Staples Canada
- Office Depot/OfficeMax
- Lakeshore Learning
- Flat River Group (Amazon partner)
- School Specialty
- UNFI (grocery)
- Toy/Game Retailers

Highlight: While there have been many memorable moments, two stand out as I think back. The first came in 2005, when we received notice from Target that they would be featuring several of our products in their Kids' Learning section—that was a celebration!

A more recent highlight followed a full-page ad we placed in The Toy Book magazine, announcing the reintroduction of one of TREND's most iconic brands from the 1980s: Retro Stinky Stickers®. Soon after, a Hobby Lobby buyer called—she had seen the ad, remembered the stickers from her own childhood, and insisted on adding them to her planogram, even though it had already been finalized. Just one of many amazing stories tied to the return of our Retro Stinky Stickers®.

Trade Shows & Exhibitions

Working in tandem with Sales and executive team members, developed numerous booth designs, show materials, and promotional designs highlighting the company, brand promise, and amazing products—both new and current. Many of our NSSEA booth designs won best of show over the years.

- Toy Fair (New York; International Toy Show)
- Stationery Show (New York)
- NSSEA (National School Supplies & Equipment Association; legacy show)
- ASTRA Marketplace & Academy (American Specialty Toy Retailing Association)
- Numerous additional show venues over the years

Highlight: Every show offers a unique storytelling opportunity, yet Toy Fair stands above the rest—with its international flair, high-energy events, and colorful booths packed with toys, games, and wild new inventions. For the child at heart, there's no better place to be. And then there's New York itself—buzzing with sights, sounds, and legendary food joints. Did I mention the street hot dog vendors — certainly worth the trip alone!



Business Card

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