

SPOTLIGHT – A Day in the Life of a Graphic Designer

David Brier, Branding Expert and Best-Selling Author
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David Brier is a brand creator, an expert blogger for Fast Company and the subject of numerous articles in *Inc.*, *Forbes*, *ADWEEK*, *Entrepreneur*, *Huffington Post* and *Business Insider*. He is also the recipient of the Presidential Ambassador for Global Entrepreneurship medallion, presented to him by Shark Tank star and NY Times bestseller Daymond John. Based on my research, David is the only designer in the world thus far to receive this honor.

David is an old-school graphic designer, and an award-winning veteran (recipient of over 330 international industry recognitions) in branding, rebrands, design and brand strategy. He has designed and transformed global brands, regional and local brands, and brands for startups and even cities.

David also wrote the new “branding bible” and Amazon bestseller, ***Brand Intervention, 33 Steps to Transform the Brand You Have into the Brand You Need.***

David is also a highly sought-after guest on podcasts and live streams on the topic of branding, and his popular One Minute Wednesday series can be found on YouTube and LinkedIn.

As the creative director of DBD International, David and his firm service a select list of clients in the USA and internationally, creating amazing and thought-leading brands. Here's what we learned from our interview with David...

David was first trained as a fine artist and illustrator over 40 years ago and worked alongside others in original teams of design professionals that included typesetters, copywriters, pre-press houses and printers – this is how it was done before computers and computer graphics took over. Back in those days, he said, you specialized in one piece of design, whether it be research, lettering, animation, writing copy, photography or video. Now, the umbrella of “designer” or “branding professional” includes all those things and often is done by a single person (or a small team) on a computer.

He shared a humorous story of when he hired his first computer specialist who, in just a few seconds, created a perfect box by clicking and dragging lines. “I was heartbroken. This guy had no design experience and he created the perfect box in seconds! I trained and practiced for years to master drawing a box with only the tools we had back then!”

Working diligently to set up his career to always be at the helm, David spends 85% of his day on creative work including design, branding and consulting on creative strategy for his wide variety of clients. He is passionate about the entire creative process: building a vision and a message, getting attention, creating a story and inspiring action.

- What David has learned from his work in design:
 - An amazingly high percentage of designers are off in their designs, including some of the best ones! He says too many companies and design firms focus too [microscopically](#) on the product instead of the message and the audience.
- David's advice for anyone interesting in pursuing a career in graphic design:
 - Remember and learn to get attention first in a compelling, smart and disruptive way. Be smart. Be curious. Find a way to “hook” your audience and tell them a story. Take them on a journey. This is how you generate action in people to buy your clients products and services.
 - Regarding school, find one specialty, get trained in that first, and then branch off into other design elements that interest you. While doing this, always pay attention to what's outside your area of specialization. See what other industries are doing and incorporate those ideas into your area of discipline in a new and different way. Find ways to bring new ideas to light in a shocking way to get noticed!
 - Know your reason for pursuing a career in graphic design. Do it for the love of the craft, to inspire others, and because it moves and energizes you. Doing anything for money is the wrong reason and you will likely not find happiness. Having a passion and drive for your career will carry you through your training, will keep you interested in perfecting your skills and will help overcome the challenges and obstacles you will run into along the way.
 - You will achieve your goals if you have a vision to succeed and you keep showing up to do the work.
 - Look at design around you... in life. Learn to tell good from bad by asking yourself “Does this design move me?” If yes, ask yourself, “Why?” If not, ask, “Why not?”
 - Don't ever settle for average. If you settle in any area of your life, you will fail. Think of yourself as “big enough” to achieve your dreams, because you can handle anything if

you think of yourself as “big”. And you will. So be BIG and include others in that “bigness” – true “bigness” includes others while not excluding anyone.

David is a true leader in this field and has achieved outstanding success. Find him on social media and visit his website at www.risingabovethenoise.com. Thank you, David!!