

## David Hisaya Asari

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### Experience

Over 18 years of design experience from corporate communications, identity, branding, editorial design, annual reports, books, catalogs and packaging to exhibition design, environmental design, and wayfinding systems.

Pentagram Design  
San Francisco  
Senior Designer, 1996–2007

Asari Design  
Oakland  
Principal/Designer, 1986–96

Freelance, 1991–96  
Zimmermann Crowe Design  
SBG Partners  
Gerald Reis & Company  
Profile Design

Gerald Reis & Company  
San Francisco  
Designer, 1989–91

### Affiliations

American Institute of Graphic Arts  
San Francisco

San Francisco Art Directors Club  
Board of Directors, 1989

### Teaching

California College of the Arts  
San Francisco

Diablo Valley College  
Pleasant Hill

### Awards & Recognitions

Including New York Art Directors Club, AIGA, Critique, Western Art Directors Club, How, Print, Graphis.

### Education

California College of the Arts  
Graphic Design, 1986–89

University of California, Berkeley  
B.A., Fine Art, 1978–82

### Partial client list

AIGA  
Alice Arts Center  
AT&T Wireless  
Autoweb  
BNSF  
Boudin  
City of Oakland  
Cultural Arts Division  
City of Petaluma  
City of San José  
Design Within Reach  
Disney Corporation  
Dreyer's  
General Motors  
Georgeson Shareholder  
Good Guys  
Heffernan Films  
Institute of Contemporary Art  
Levi Strauss & Co.  
MarketingProfs  
Mayfield Fund  
Museum of Glass  
The Nature Company  
Red Herring Magazine  
Sack Properties  
Safeco  
The San Francisco Free Clinic  
San Francisco Zoo  
San José Museum of Art  
Sappi Paper  
Symantec  
Ten Speed Press  
Union Bank of California  
University of Michigan  
Business School  
University of the Pacific  
McGeorge School of Law  
University of Southern California  
Executive Health  
Walt Disney Family Museum  
WL Gore