

ART DIRECTION | CREATIVE | DESIGN | ADVERTISING | BRAND TRANSFORMATION | OMNI MEDIA CAMPAIGNS

“I help build emotional connections between powerful brands & their customers”



DAVID E. TASHJI



Visit my web site

prosperwithknowledge@outlook.com



OmnicomGroup



ILFORD



StateFarm™



xerox



Raytheon



KONICA MINOLTA

Kodak

International Paper

bopi
focused | results

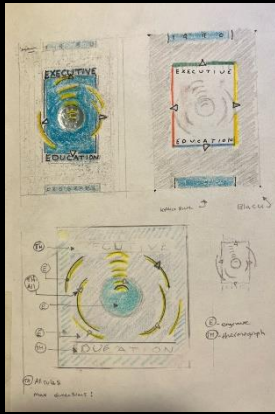
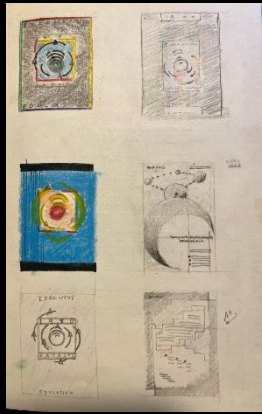
iRobot

FLAGSHIP
Innovation Group

SHARP

Since the 1990's I have helped brands tell their story, make lasting emotional connections with their long term & prospective customers, and use advanced technology to create value.



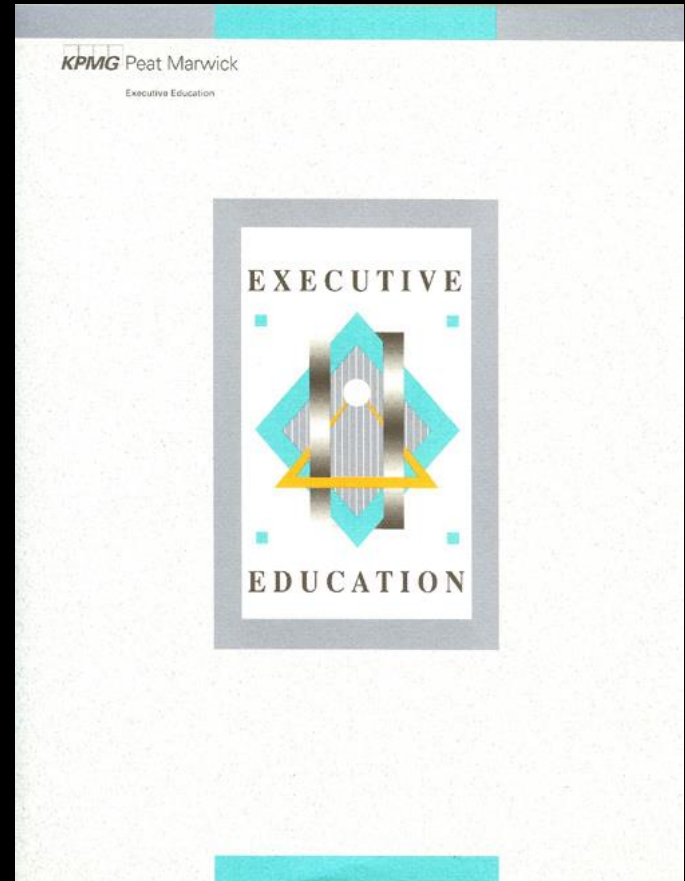


Design Process: Concept

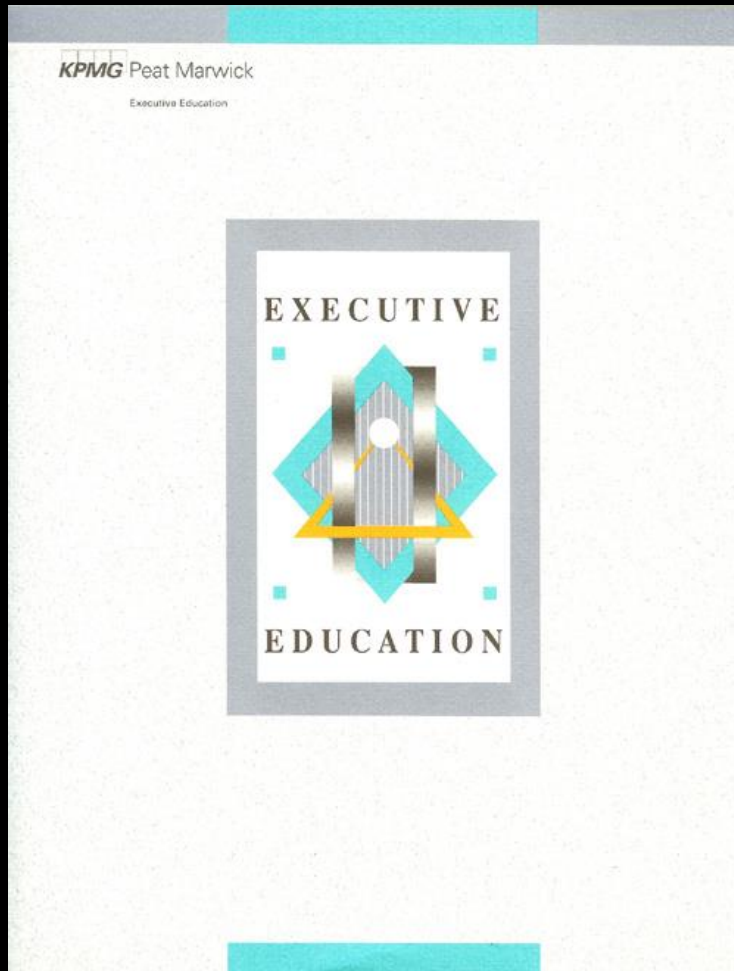
Following the development of a creative brief signed off by the client, I work out a large number of concept sketches using a number two pencil to quickly explore themes.

Design Process: Color

Color theory is a big part of my design as it can be used to explain complex information with clarity and evoke an emotional response from the viewer.



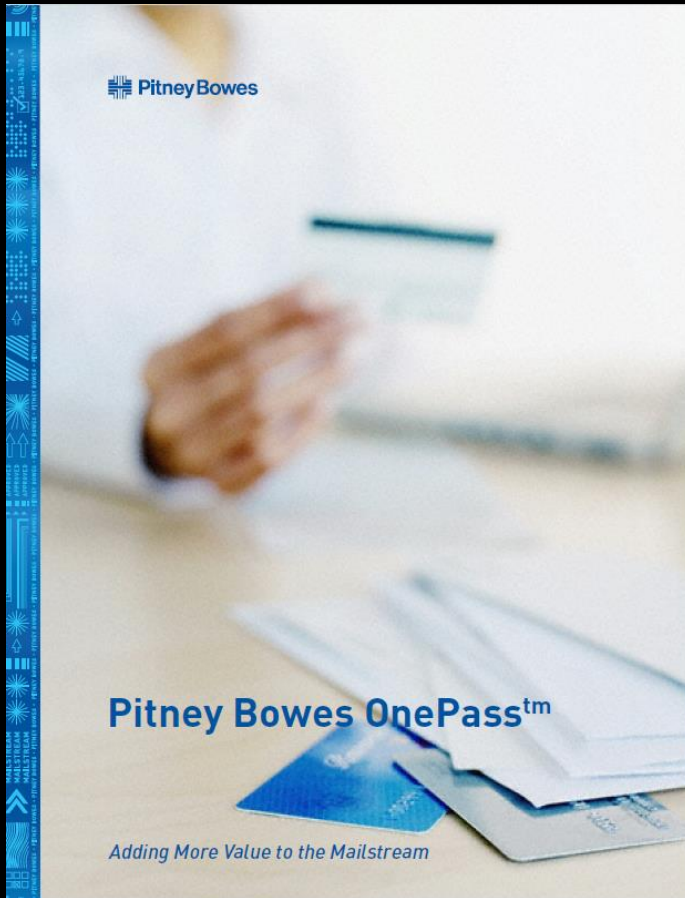
I use a creative direction and design process that originates from my experience working on Madison Avenue in New York City, New York.



Organization :
KPMG Peat Marwick

Project:
Executive Education Course Catalogue Design

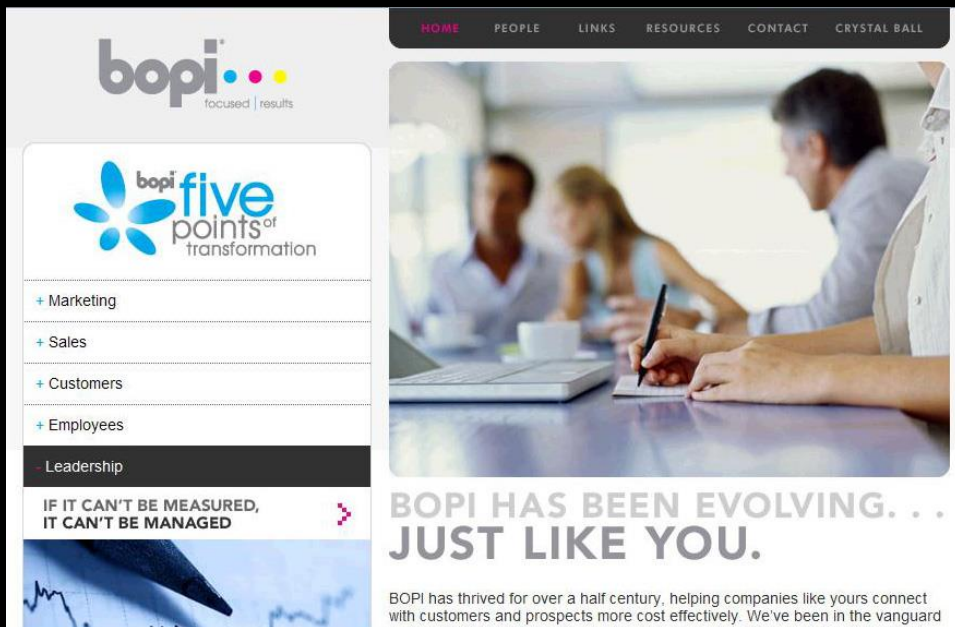
My Role:
Creative Director
Art Director
Designer
Editor



Organization:
Pitney Bowes

Project:
One Pass Automated Gift Card Production System
Product Collateral Brochure
Product Intro and Demo Video

My Role:
Creative Director
Designer
Copywriter
Scriptwriter
Editor
Storyboard Artist
Video Director



Organization:

Bloomington Offset Process Inc.

Project:

Brand Transformation and Sales Force Modernization

My Role:

- Creative Director
- Designer
- Copywriter
- Editor
- Website Design
- Social Media Content
- Sales Training
- Sales Calls with Customers

DD(X)
Future Surface Combatant Program



The DD(X) advantage: a lethal, adaptable, essential element of our nation's defense

Threats to our nation's security are constantly evolving. DD(X) provides the U.S. Navy with unmatched capabilities to address each challenge. Whether it's the global war on terror or combating diverse threats around the world, Raytheon's DD(X) program delivers solutions designed to maximize mission effectiveness, reduce manning and lower cost through its "design once, reuse many times" approach.

www.raytheon.com

Raytheon
Customer Success Is Our Mission

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Case Study: Government

Goal: Deliver an omni media campaign to keep the US Navy DD(X) "sold" in congressional committee's and with sub-contractors, suppliers, customers & end users.

My Role:

- Creative Director
- Executive Communications Adviser
- Copywriter
- Editor
- Media Planner & Buyer

Organization:

Raytheon

I create & deliver compelling brand stories and customer experience designs for enterprises that offer exponential technologies like fully integrated ship computing architectures, AI powered data fabric, robotics, blockchain and more.



DirectPress DI System

Customer Handbook



Kodak Polychrome

Organization :
Eastman Kodak

Project:
Customer Handbook Pre-sale Guide

My Role:
Creative Director
Designer
Copywriter
Editor



Organization:
iRobot Government

Project:
Sales Channel Launch
Arabic Television Interviews

My Role:
Executive Communications
& Media Relations
Sales Channel Developer
Customer Requirements
Robot Wrangler Team
Manager

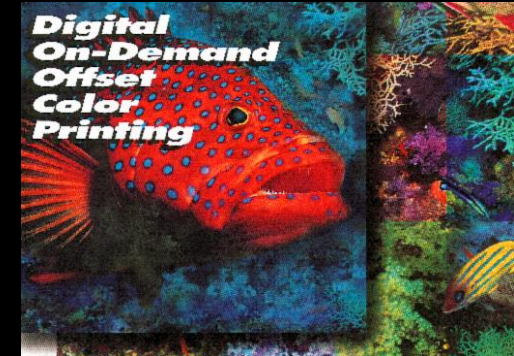
I help organizations achieve and sustain thought leadership through omni media campaigns that include television, radio, personalized print, exhibits, e-marketing and more.



Organization :
Xerox Corporation

Project:
Drupa Tradeshow Booth
Design

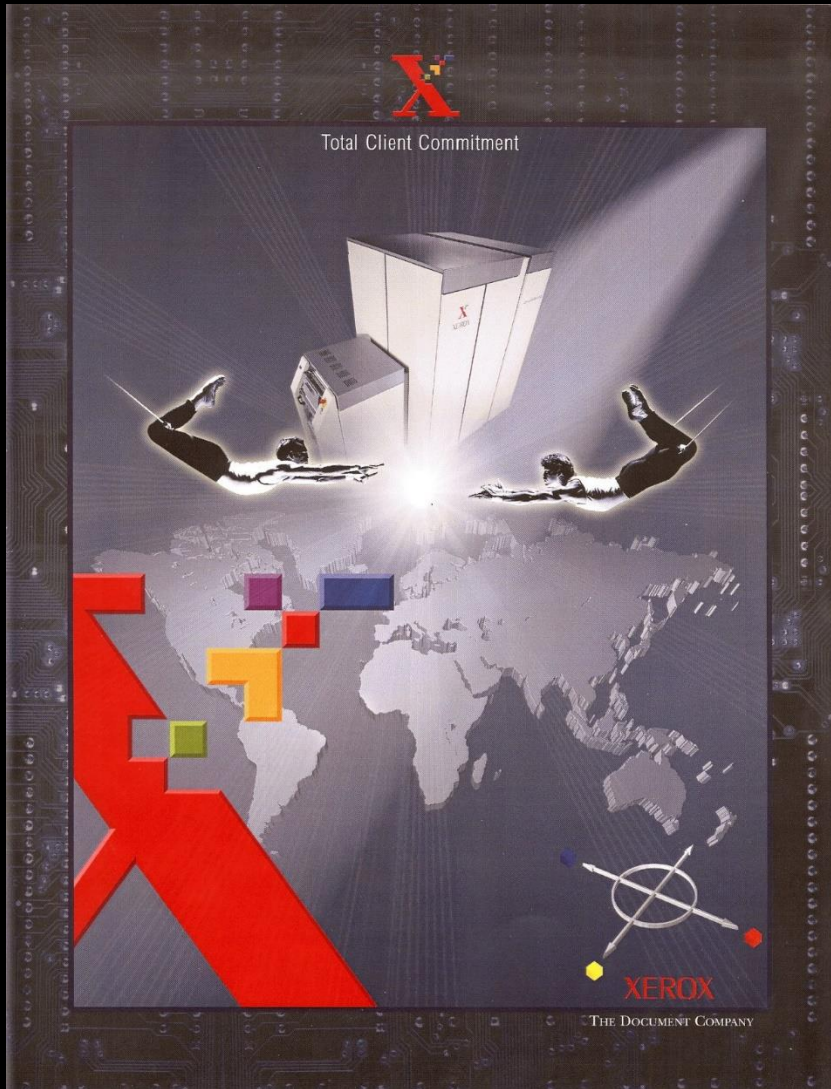
My Role:
Creative Director
Strategic Partnerships



Organization :
Hewlett Packard Indigo

Project:
Personalized Direct Mail
Campaign

My Role:
Creative Director
1:1 Designer
Copywriter
Editor



Organization :
Xerox Corporation

Project:
Solution Sales Booklet – Digital Printing

My Role:
Art Director
Copywriter
Editor
Co-designer

No matter where you are
there's one partner you can trust



At Raytheon, we're proud of our reputation as the world's leading developer of Naval mission systems. And we're proud that this reputation rests upon a foundation of trust with customers, suppliers and communities.

Raytheon would like to congratulate Abu Dhabi Ship Building on its 10th year of operation.

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Organization:
Raytheon Integrated Defense Systems

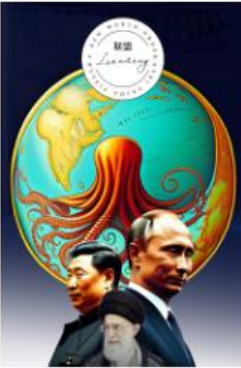
Project:
Magazine Advertising Campaign

My Role:
Creative Director
Media Planner & Buyer


Prosper with Knowledge About Services Gallery Contact

Informed Insights

Posted on March 29, 2024 by David Deady




How have new alliances and rapid advancements in technology contributed to the largest array of security challenges since the cold war?





[Informed Insights](#)


How have new alliances and rapid advancements in technology contributed to the largest array of security challenges since the cold war?




[Nowhere To Hide | The AI Revolution in Surveillance & Targeting Sensors](#)

In a rapidly evolving and ever accelerating world, where technology seems to advance at the speed of light, one field has seen remarkable progress – the development of targeting technologies and surveillance sensors using artificial intelligence and the release of numerous large language models and generative AI tools. New

 **Foreign Military Sales**

Bahrain – Mksa Alrasa Main Battle Tanks
 Morocco – Javelin Missiles
 Italy – AIM-9X Sidewinder Missiles
 Poland – AIM-9X Block II Sidewinder Missiles
 Poland – ACM-128B2 Jet Air-to-Surface Standoff Missile with Extended Range All-Up-Rounds
 Poland – AIM-120C-8 Advanced Medium-Range Air-to-Air Missiles
 Republic of Korea – Engines and Spareparts for MH-60R Sikorski Helicopters
 North Macedonia – Joint Light Tactical Vehicles
 Republic of Korea – Sikorski Sea-Skimmer Aerial Targets for KUH-1H Super-Helicopters
 Destroyers
 Canada – Mobile User Objective System Aircro

 **CENTOOM**

Poland Joint Combined Maritime Forces in Middle East as aad Member
 Labour Sailors Provide Assistance to Disembark Marines

My Philosophy

- Have a story worth telling. Make sure your “big idea” is crisp before proceeding. Focus on what your enterprise stands for and how your brand makes people think . . . and then feel.
- To achieve results with impact, enterprises must stand out by figuring out all the things they will stop doing. Strategy is about deciding what you will not do anymore, so you can actually succeed at what is important and will make a difference where it matters most.

Get Informed Insights

- Please visit my web site where I write about technology, digital transformation, strategy, geo-politics, and more.
- You will also find blue prints, road maps, best practices and informed insights that are useful in navigating our increasingly volatile and adversarial world.

Get In Touch

- Have a question about my consulting and design work?
- Want to start a conversation?
- Get started at PWKInternational.com