

David Rager

Design & Strategy

Info.

Contact

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Education

San Francisco State University
Bachelor's Degree, Design and
Applied Arts (Cum Laude)

Portfolio:

<https://davidrager.co>
<https://www.behance.net/rager>

Press

Featured in: [The New Yorker](#),
[The New York Times](#), [Fast Co.](#),
[T Magazine](#), [Sight Unseen](#),
[Res Magazine](#), [Print Magazine](#),
and [The Selby](#).

Appearances

SXSW 2025: NASA House, SXSW
2025 Collins House, SXSW 2024
Panel: NASA: Vision by Design,
Adobe Max 2023: Stories from NASA:
Launching Rockets and Brand Cam-
paigns, Podcast: Kevin Kelly's 'Cool
Tools', Podcast: Future of Space
Communications

Languages

English, French (conversational)

Awards / Honorable Mentions

Webby Awards x3 (NASA / JPL)
Behance featured projects x5
NASA Performance Award
NASA Silver Group Achievement
JPL Voyager Individual Award
JPL Team Awards
Work noted in [Vogue.fr](#), [New York
Times Style Section](#), [Conde Nast
Traveller](#), [KINFOLK magazine](#), [STEP
magazine](#), [Print Magazine](#). [Candelaria](#)
interior design recognized as [World's
Top Bar](#).

Earlier Career Highlights:

Gained foundational experience in
web development, graphic design,
and freelance agency work (includ-
ing projects with [Chiat Day](#)) early in
career, building a diverse skill set in
digital and print production.

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requirements according to Section
508 of the Federal Rehabilitation Act.

About

David Rager is a visionary creative executive and strategic design leader with two decades of experience, most recently as Creative Director at NASA Headquarters, where he manages the (\$22b value) NASA brand. David leverages design to drive organizational transformation, optimize operations and deliver measurable impact across diverse sectors including government (JPL, NASA), entertainment (Disney+, Disney Digital Network - reaching an audience of +1b), and cultural institutions (MoCA, New Museum). He brings a rare blend of hands-on creative excellence, executive-level strategic thinking, and cultural intelligence honed through international experience, empowering teams to solve complex challenges and consistently achieve tangible results.

Work

NASA

Creative Director | 06.2023 – Current

Responsible for the management and evolution of NASA's brand globally, directing agency-wide strategy to ensure consistent, impactful application across digital platforms, public exhibits, and interactive experiences. Translated federal regulations into a living, accessible brand system and spearheaded the reintroduction of the "Worm" logotype in the NASA Graphics Standards Manual, revitalizing the brand's iconic visual identity.

NASA Jet Propulsion Laboratory

Creative Director and Design Manager | 12.2019 – 06.2023

Transformed DesignLab, a multidisciplinary team of 25, into a high-performing, in-house creative agency, elevating design standards and effectively communicating JPL/NASA's value. Drove organizational efficiency by integrating disparate design teams, eliminating internal competition and optimizing models, which improved morale and performance. Secured investment and pioneered a lab-wide web platform, dramatically reducing web development costs and empowering internal groups. Delivered comprehensive design solutions for architectural projects, public exhibitions, and award winning experiences.

Disney

Art Director and Design Manager | 05.2016 – 12.2019

Managed and mentored a team of 10 designers, developing content strategies and directing design for Disney's social media, websites, and online engagements. Played a key role in the successful launch of Disney+ and the creation of the Disney Digital Network, which achieved a global audience reach of over 1 billion people. Collaborated with major partners to ensure industry-leading best practices and highly engaged content.

Compass

Art Director | 01.2016 – 04.2016

Supported West Coast business expansion leading brand implementation and design system translation. Created new brand identity assets, event creative, and marketing collateral, ensuring successful adoption of the brand's design system by new teams.

Weekends Studio

Art Director | 09.2009 – 04.2016

Established and directed Weekends Studio, a boutique creative agency specializing in Art Direction, Branding, Interior Design, and Architecture. Led a multidisciplinary team in delivering comprehensive brand experiences from concept to execution, cultivating a diverse client portfolio across fashion, music, hospitality, and beauty in Paris / LA.

New Museum of Contemporary Art

Art Director | 06.2007 – 08.2008

Spearheaded implementation and evolution of the New Museum's new brand identity for its building launch. Designed and art-directed critical foundational brand materials, including institutional templates, style guides, wayfinding, and exhibition design, essential for the successful opening of a major cultural institution.