

Name
David Lipkin

www.method.com

Profile

Role
President, Founder

San Francisco
New York
London



With nearly 20 years of experience working in creative services, David knows how design can be leveraged as a strategic advantage for his customers. He currently leads business development efforts from Method's New York office, applying his strong financial and legal background to the needs of Method's current and prospective clients.

In founding Method, David drew upon his experience working in brand, print, and interactive to build a firm dedicated to the creation of brilliant cross-media, communications and products. During his tenure, he has performed in such roles as Chief Technology Officer, Chief Operating Officer, General Manager of Method's New York office, and (most recently) as VP, Business Development.

Prior to founding Method, David was Director of Technology at MetaDesign. He was part of the team that guided the company's growth and expansion from the startup phase to their current position of leadership within the industry. Within the role of Director of Technology, David was key in establishing and building MetaDesign's transformation from a print-oriented studio to one that created brand-oriented multimedia, Internet-based, and application-based products.

David has worked with dozens of clients in widely diverse sectors, including Apple, Autodesk, Comcast, the Cooper-Hewitt National Design Museum, CNN, Kiehl's, Gucci, E-Trade, Merrill Lynch, Microsoft, Nike, TED Conferences, Texas Instruments, and IBM. Recent projects include TED.com, Comcast's media portal Fancast.com, and a comprehensive brand system for technology newcomer Organic Motion.

Recent speaking engagements have included a discussion of User Experience and Branding issues for Interactive Television presented to the Interaction Design Association (IXDA), a discussion of Interface Innovation at the Usability Professional's Association, and a lecture about Design, Branding and User Interface at Harvard Business School.

David has a B.A from Reed College, where he studied history, anthropology, physics, and chemistry.