



DAVID ROCABADO

Design Director

RUSSO'S NEW YORK PIZZERIA, INC.

After earning a degree from Texas State University in Design and Visual Communication, David started his career as co-lead designer for Patrick Henry Creative Promotions. He later worked at The Richards Group as Art Director. During his career, he's worked on creative campaign for Hard Rock Café, Chili's and Hilton Hotels.

There's no detail too small for the veteran designer – he's been known to refuse dishes for photo shoots if there's even one noodle out of place. He honed his desire for design perfection working at several agencies before joining the Russo's team in 2012 and is responsible for the creative direction of the company. After finishing up with menus, table toppers, postcards and any number of other design projects on a given day, David takes off for various sporting and school events he and his wife Teresa attend for their two girls.