

DARYL DAVIS

SR. GRAPHIC DESIGNER / ART DIRECTOR

TECHNICAL PROFICIENCY

- ONYX Rip Software
- MS Office Suite
- Acrobat
- QuarkXPress
- Adobe Creative Suite 6
- PC & MAC Platforms

CORE COMPETENCIES

Custom branding
Typography - Type design
Sign fabrication
Client services
Promotional materials
development

WEBSITE

www.darylsdesigns.net

MY EDUCATION

**BACHELOR OF FINE ARTS
GRAPHIC DESIGN, MAY 1999**
HOWARD UNIVERSITY

PROFILE INFO

I am a dynamic and innovative professional with 10+ years of invaluable hands-on experience managing several simultaneous creative design projects from concept to completion. I am equipped with the ability to visually conceptualize and successfully integrate graphic design with marketing, public relations, and advertising campaigns. I can escalate brand awareness, manage freelance designers, and establish vendor relationships. Adept at partnering with and understanding client needs, meeting objectives, and obtaining maximum results. Proficient in administrative skills, equipment maintenance, inventory tracking, order processing, and digital asset management.



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WORK EXPERIENCE

2003 -
PRESENT

SENIOR GRAPHIC DESIGNER, JUDSON BAPTIST

- Branding/Marketing/Advertising
- Website & Social Media Platforms

2000 -
PRESENT

FREELANCE DESIGNER, DARYL'S DESIGNS

- Create custom design concepts, 3-5 weekly
- Conceptualize and create company branding successfully integrate design elements into all branded materials
- Supervise freelance artists, and provide project oversight and direction
- Manage external vendors for the production of deliverables

2014 - 2016

GRAPHIC ARTIST, FAIRMONT DESIGNS

- Developed brand identities with a small team of designers for Fairmont
- Ensured design solutions aligned with all branded tactics, including signage, catalogs, point-of-sale (POS) sheets, and brochures
- Managed a library of digital assets to ensure design consistency across deliverables

2010-2013
2007 - 2010

GRAPHIC DESIGNER, COCA-COLA PRODUCTION ARTIST, COCA-COLA

- Managed an in-house Production Arts studio supporting 15 sales distribution centers in Coca-Cola's Southern California marketing region
- Executed custom design layout & production for 20-30 projects daily
- Created high-profile design solutions: POS and marketing deliverables for internal and external execution
- Continuously met and exceeded Studio sales quota of \$5,000/month