

# REBECCA DAVIS

Graphic Design & Art Direction

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REBECCASMILES.COM

## PROFILE & EDUCATION

### **BACHELOR OF FINE ARTS IN GRAPHIC DESIGN** Abilene Christian University 2010 *Abilene, Texas*

Award-winning creative professional with 15 years of experience in Art Direction and Graphic Design, including collaborative agency work, in-house creative team as well as remote freelance experience. Creative problem solver with reputation for steadfast work ethic, collaboration and clean design. Experienced leading creative teams to successful marketing campaigns and branding initiatives through superior conceptual ideation, collaborative teamwork, design execution and strategy implementation. Expertise in graphic design, concept development, packaging design, art direction, illustration, typography, branding, photography, front-end web design and photo retouching. Skilled in social media marketing, information graphics and motion graphics. Excellent computer skills on both Mac OS and PC, and an expert-level knowledge of Adobe Photoshop, Illustrator, InDesign, and XD. Further experience with Canva, Sketch, Procreate, Adobe After Effects, Dreamweaver, and Premiere Pro.

## EXPERIENCE

### **FREELANCE GRAPHIC DESIGNER & ART DIRECTOR** Rebeccasmiles.com 2016—Current *Remote*

Completed freelance projects for retailers, science and technology companies, outdoor/adventure brands, civic foundations, art studios, and more:

- Created custom branded social media templates for University of Florida, Director of Racquet Sports.
- Designed digital collateral (ads, website, social media assets) for ShopRite's annual Can Can sale, their biggest sale event of the year.
- Created original custom Project Proposal Template Deck in PowerPoint for Ad Astra, higher education partner.
- Designed information graphics to support and convey complex information and ideas for Agilent Technologies.
- Designed several logos, t-shirts, stickers, and booklet materials for faith-based adventure organization, Wilderness Trek.
- Designed The Dirtbag Digest logo and branding materials for nomad mountain climber and outdoor enthusiast.
- Designed and art directed The Women's Foundation 2019 Annual Event: Changemakers print advertising campaign, digital and social media advertising, on-site materials including signs, banners, table tents, and more.
- Designed logo and branding materials for local ceramics studio, Muck Grind Studio.
- Created trade show signs and social media teaser campaign for Ziwi.
- Designed logo and branding materials, and social assets for Blaenket, the self-care sleep companion.
- Designed logo and branding materials for nuclear facility systems analyst company, O Analysis.

### **FREELANCE GRAPHIC DESIGNER** T-Mobile 11/2020—12/2022 *Overland Park, Kansas*

Worked full-time ongoing contract as part of the T|Studios team, creating billboards, print and digital ads, emails, banners, vehicle wraps, and more collateral on a regular basis for markets across the United States. Worked with internal teams to elevate and push the advertising to better connect with the small town/rural area markets. Art Directed animated ads for Signature Store placements like Times Square. Worked on projects for both the main wireless brand, T-Mobile, as well as their prepaid wireless service brand, Metro by T-Mobile.

### **SENIOR ART DIRECTOR** Walz Tetrick Advertising 4/2019—7/2020 *Mission, Kansas*

Worked as Senior Art Director in collaboration with creative team (and freelance talent) to concept, direct, design, and execute a variety of creative projects (some award-winning) for the Royals (MLB), Park University, Boy Scouts of America, PKD Foundation, American Royal, Kansas City Symphony, and more. Project types include:

- Traditional advertising (billboards, print ads, television commercials)
- Digital (digital ads, videos, motion graphics, social media ads and graphics, emails, webpages)
- Branding (logo design, illustration, brand creation)
- Photography (photo shoots, photo correcting, photo manipulation)
- Collateral (t-shirts, enamel coin, bracelet, vehicle wraps, painted murals)

**SENIOR GRAPHIC DESIGNER** Fire Engine Design Studio (Bernstein-Rein) **10/2016—02/2019** *Kansas City, Missouri*

Worked in collaboration with copywriters and other designers to conceptualize and execute myriad projects for local restaurants, retailers, shopping malls and other clients. Notable projects include:

- Multiple broad-reach campaigns including print and digital ads, signage and photoshoots (character stories/concepts, talent acquisition, coordination and direction) for outlet mall, Legends Outlets.
- Created, illustrated, and animated a unique and eye-catching stylized social media presence for Itch-X, natural itch remedy, which brought the established brand to a younger audience
- Eblasts, social media content, box toppers and menu for national pizza chain, Sarpino's.
- T-shirts and event collateral for campaigns and events for Westport Regional Business League.
- New menus and new branding initiatives for Summit Grill.
- Branding, menus, interior/exterior graphics for Boru Ramen Bar.
- Print and digital ads, signage, social media assets and gift box design for Q39 restaurant.
- New, modern window dioramas of Kansas City landmarks for Fritz's in Crown Center.
- Illustrated, designed and collaborated on more than 30 greeting cards for Hallmark's Value Greeting Card line.
- Assisted production studio with billboards and digital ads for McDonald's.

**ART DIRECTOR** Fashion Forms (Lingerie Solutions) **01/2014—06/2015** *Ventura, California*

Managed and led the creative team in designing marketing materials, packaging design, and web design to call attention to products and increase sales. Designed advertisements for multiple national magazine publications.

- Produced and directed photoshoots: scouted locations, arranged wardrobes, booked stylists, and directed shoot to capture the images that helped support creative strategy and meet marketing objectives.
- Developed search strategy, interviewed, hired and trained creative team members and led the team to develop a strategic work-flow utilizing individuals' specialties to improve performance and increase efficiency.
- Designed and preflighted advertisements on a weekly basis to Star, OK!, US, Body, and InStyle Magazines.
- Designed and oversaw production of new sales material for the sales representatives' arsenal, elevating the look and feel of the brand.

**GRAPHIC DESIGNER** Fashion Forms (Lingerie Solutions) **10/2012—01/2014** *Ventura, California*

Designed product packaging for hundreds of products in more than 25 packaging lines, tailored to each client, including department stores, mass-market stores, private labels, online retailers, and boutiques. Collaborated with and assisted photographer during photoshoots.

- Designed and/or produced packaging for Macy's, Dillard's, Neiman Marcus, Saks Fifth Avenue, Lord & Taylor, Hudson Bay Company (CAN), Belk, Bloomingdale's, Nordstrom, Von Maur, JC Penney, Target, Stein Mart, Wal-Mart, K-Mart, Sears, Aerie, Torrid, Soma, Gap, Victoria's Secret, H&M, Asos (UK), and John Lewis (UK), plus online retailers Amazon.com, HerRoom.com, BareNecessities.com, & Net-A-Porter.com.
- Redesigned outdated packaging for Macy's product with a new photo-based concept. The new design improved sales, increased visibility and awareness of products, and increased perceived value of product.
- Saved the company \$18,000 yearly on retainer fees and cut illustration production time by an average of 30 days by personally taking on illustration duties for multiple packaging lines in addition to duties as Graphic Designer.

**GRAPHIC DESIGNER** Sealed With A Kiss Designs **2011** *Canoga Park, California*

Created digital marketing materials for website, designed email blasts, banner campaigns, and digital look books.

- Created new and visually exciting home page designs, which increased website traffic, resulting in higher product sales.

**GRAPHIC DESIGNER** Abilene Christian University **2009—2010** *Abilene, Texas*

Designed print and digital marketing materials for special events featuring traveling speakers.

- Designed, produced, cut and delivered more than 500 advertising fliers on a bi-weekly basis, which increased event attendance.

**GRAPHIC DESIGN INTERN** Associated Wholesale Grocer **2007** *Kansas City, Kansas*