JOE DAVIS
DESIGN

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PORTFOLIO

Graphic Design, image creation & photo editing, using the Adobe Suite, Affinity Suite, Procreate and many physical mediums such as drawing and painting. Familiarity with HTML, CSS, animation, video, SEO, UI design, content organization.

PROFESSIONAL EXPERIENCE

Fortec | 2007 - Present

Designed 10+ large publications where I was responsible for the organization, structure, layout, sourcing of images, photography, image manipulation and pre press for printing. Designed brochures, packaging, postcards, ads, investor proposals, banners, trade show structures, canopies, fleet vehicles, vinyl for Jeeps, news letters, apparel, point of display signage, .html email marketing campaigns which consisted of news, events and product releases. I also designed websites and organized the content, set up the hosting & billing, populated the database with images and SEO. Created Social Media content, management using a system to schedule posts, information and hashtags. Organization of products for Ebay, documentation and photography that increased sales by 60% transforming the used OEM parts into a profit center. Consulted with customers over the phone and in person in Jeep knowledge improving their buying decision.

Stammel & Partners Marketing | 2006 - 2007

Design of stationary, business cards, brochures, catalogs, advertisements for various clients such as the University of Tennessee Federal Credit Union, and DHL and the company website. Created promotional and comprehensive pitches for client presentations and collaborating with our Stammel German counterparts

Argos Marketing | 2005 - 2006

Creation of stationary, business cards, brochures, catalogs, advertisements for various clients such as the Hallweir, Tradewinds, Turner, Corporate Environments, Symphony Tables and many other companies. Designed the layout of the company website & implemented its completion With the development team. Designed spec brand logos to be used in different marketing tools Collaborated with clients, the art director in developing navigation, collecting assets to assembled websites for Hallweir Furniture & Symphony Tables. Developed a flash based plug in tool to assemble different table combinations with finishes. Designed Interactive Catalogs in collaboration with a development team that encompassed interactive forms, calculated prices and collected client data. I produce photorealistic furniture images used in the project. Created flash animations, movies, tutorials for promotion, education and per client projects.

Enginegrafix | 2001 - 2005

Creation of stationary, business cards, brochures, catalogs, postcards, advertisements and investor proposals for various clients such as the Contract Furniture Resources, PSI Interiors, Hon ,Target, Paoli Furniture and many other companies. Designed Contract Furniture Standard Catalogs that were utilized by interior design firms & large companies such as target. The catalogs helped streamline furniture purchasing as well as lead time, finish options & to control the look of the office spaces. This entailed working with a team to decide what products would be included and how they would be organized. My responsibilities included the design, cleaning up the images, and preparing the file for print & electronic delivery. Designed Interactive Catalogs in collaboration with a development team that encompassed interactive forms, calculated prices and collected client data. I produced photorealistic furniture images used in the project. Calibrated with a team of designers and developers in the creation of a Furniture Library tool for interior design showrooms and contract furniture stores. Aided in interface design and worked in production of the imagery, print pages & java / action script code with the direction from the developers. Some of my responsibilities were to set up the kiosk on hundreds of computers, shipping them & providing live IT support throughout the entire east coast.

Thoughtmill | 1999-2001

Creation of stationary, business cards, brochures, catalogs, advertisements and user interface icons for the company's main website.

EDUCATION

The Creative Circus | 1999-2001 | Graduated with certification in graphic design | ADDY AWARD 2001 for Levis Jeans