



# DANIELLE DAVIS

Creative Director / Sr. Designer / Illustrator

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## EXPERIENCE

### Freelance Art Director and Designer | Danielle Davis Design

Los Angeles, CA / Jul 2011 – Present

Work with clients on a variety of design projects including brand identity development and design, holistic marketing campaigns, visual identity systems, presentations and pitches, events, digital (web, email social, etc), print, motion graphics, and illustration.

### Creative Director, Marketing | Technicolor Creative Studios

Los Angeles, CA / Jan 2022 – Nov 2022

Led global graphic design and editorial teams to manage the visual identities, marketing creative design and video editorial for Technicolor's VFX studios — Mikros Animation, MPC VFX, The Mill, and Technicolor Games — as well as the overall brand design for Technicolor Creative Studios.

### Creative Director, Marketing | Technicolor

Los Angeles, CA / Apr 2019 – Dec 2021

Led a small team inclusive of email marketing, copywriting, social media and creative design on a variety of marketing projects across Entertainment Services for Technicolor. Our team worked with Technicolor Corporate, Technicolor Post-Production brands, and their VFX studios MR.X, MPC VFX, and Mikros Animation.

### Graphic Designer | Technicolor

Los Angeles, CA / Jul 2018 – Apr 2019

Managed marketing design across Technicolor's portfolio of brands with projects inclusive of digital and web, motion graphics, campaign development and design, inter-departmental collaboration, internal communications, email design and development, presentation design, photo editing, and project management.

### Design Lead | The Female Quotient

Los Angeles, CA / Jan 2018 – Jul 2018

Led design for marketing materials, experiential and environmental graphics for The Girls' & Equality Lounge, a series of pop-up lounges at various conferences. My role included digital design, email design, environmental signage, presentations, merchandise, co-branded assets, social media assets (still and motion) and visual identity management.

### Art Director | Gnomon School of VFX, Games and Animation

Los Angeles, CA / Mar 2016 – Dec 2017

Directed the visual design for Gnomon's advertising as well as the maintenance of the school's website, other web projects, and school resources. Responsible for Gnomon Gallery design — curating, organizing, and printing gallery shows and maintaining the website for the Gnomon Gallery.

### Instructor | Gnomon School of VFX, Games and Animation

Los Angeles, CA / Sept 2015 – Mar 2017

Taught two courses: **Graphic Design & Career Realities**. I taught students about the fundamentals of Graphic Design and an intro to Adobe Illustrator. In the 5-week Career Realities class, I taught students how to create their own personal brand identity.

### Designer | Gnomon School of VFX, Games and Animation

Los Angeles, CA / Nov 2013 – Mar 2016

Assisted in the visual design for Gnomon's advertising as well as the maintenance of the school's website, other digital projects, and school resources. Assisted in curating, organizing, and printing gallery shows and maintaining the website for the Gnomon Gallery.

### Graphic Designer / Marketing Coordinator | Gallaher Corporation

Los Angeles, CA / Jul 2013 – Nov 2013

Created all marketing materials including: fliers, promotional catalogs, product brochures, and package designs, email marketing and social media.

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## EDUCATION

### University of Nevada Las Vegas

Bachelor of Arts, Art with emphasis in Graphic Design with Minor in Art History  
2006 – 2011

## HIGHLIGHTED SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Adobe XD
- Figma
- Miro
- Microsoft 365
- PowerPoint
- Keynote
- Procreate
- Hubspot, MailChimp, Constant Contact
- Wordpress

## HIGHLIGHTED SKILLS

- Creative Direction
- Brand Strategy and Design
- Digital Marketing Strategy
- Social Media Strategy and Design
- Team Leadership and Management
- Creative Problem Solving
- Brand Design Management
- Presentation Design
- Project Management
- Web Design / HTML & CSS
- UX / UI Design
- Inter-departmental collaborations
- Event Logistics Planning
- Email Marketing & Design
- Large Format Design
- Large Format Printing
- Style Guides and Mood Boards
- Tradeshow Design
- Merchandise Design
- Corporate Design
- Internal Comms