

Dakota Davis

SENIOR GRAPHIC DESIGNER

Speco Technologies - Amityville, NY

Senior Graphic Designer, Feb 2023-Present,
Graphic Designer, Sept 2018-Feb 2023

- › Directed the recreation of Speco Technologies' brand combining foundational values with new aesthetics
- › Revitalized product packaging and website design to prioritize consumer base and facilitate increased sales
- › Managed and prioritized daily schedules for the design team
- › Encouraged the implementation of new, self-taught software and design-based trends within the marketing team to stimulate growth in the team's skillset
- › Collaborated with product managers and executive team to conceptualize and implement print advertisements, email blasts, trade show signage, and social media posts
- › Introduced 3D lifestyle images and product renders to increase workflow and enhance design capability
- › Present brand strategy and design exploration goals daily with the marketing team
- › Prototyped user interfaces for mobile and web applications
- › Managed and directed the video team with scripting, coordinating shoots, filming, and editing

Gen.Video - Manhattan, NY

Graphic Design Intern, January 2018-May 2018,
Freelance Graphic Designer September 2017

- › Developed influencer geared marketing collateral and decks for presentations
- › Assisted sales team with print editorials promoting influencer marketing services to businesses
- › Produced short form video boosting social media brand presence

Adelphi University - Garden City, NY

Graphic Designer, Summer 2017,
Graphic Design Intern, Spring 2017

- › Managed and designed cyber security campaign displayed throughout campus
- › Collaborated with copywriters for print and digital advertisements
- › Engaged in weekly strategy meetings with the information technology department
- › Served the creative director to design web banners, digital ads and campaigns displayed on Adelphi's landing page
- › Assisted with charity events donating computers to underprivileged schools

DAKCREATIVE.COM

DAKJDAVIS@GMAIL.COM
516.492.6097

Adelphi University

Garden City, NY
Bachelor of Fine Arts
Concentration in Graphic Design
GPA 3.71

Design Full-Time

Design course taught by Dann Petty

Skills

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Premiere Pro
Adobe Acrobat
Adobe Lightroom
Figma
Wordpress
Elementor Pro
Blender 3D
Nomad Sculpt
Spline
Google Suite
Microsoft Office
Hubspot
Mailchimp

E
D
U
C
A
T
I
O
N
&
S
K
I
L
L
S



LET'S MAKE SOMETHING TOGETHER :)

E
X
P
E
R
I
E
N
C
E