

Kyle Davis

kyledavisdesigns.com

pw: Password2021

NOTABLE ACHIEVEMENTS

Processes + Offerings

- Developed motion design project tiers with scoping templates to achieve accurate and competitive pricing
- Created Motion Capabilities Deck and Dribbble profile to better merchandise and educate the agency on motion design offerings
- Conducted agency-wide audit on the profitability and efficiency of research reports (a key offering). Reshaped offering into tiers for more strategic selling and higher profitability
- Redesigned agency's research report process to allow for stronger collaboration between writers and designers to create efficiencies, strengthen outputs and cut down on client feedback
- Supported in the development of new agency offerings, such as digital brand guidelines, website tiers, and SVG animations.

Systems

- Developed file naming and organizational systems for agency creative department to ensure easy deliverable tracking, efficient file retrieval and stronger cross-team collaboration.
- Developed agency-wide file naming and organizational systems for agency sales to ensure efficient cross-team collaboration.

Coaching

- Created checklists to support designers in reviewing their own work to educate and cut down on overall revision time
- Lead SMART goal-setting exercises for direct reports. Direct report: *"It was the first time in my career anyone had ever asked me what my goals were and made it feel like they mattered."*

LEADERSHIP ROLES

Associate Creative Director

Branding, Motion + Campaigns

Walker Sands, Mar 2021 – Present

- Think conceptually and deliver strategic creative marketing campaigns with visual and verbal recommendations that support client goals (awareness, lead generation, etc).
- Build agency motion department off the ground, establishing pricing and processes while overseeing high-value client work.
- Develop brand identity concepts, systems and guidelines that deliver value to clients.
- Oversee production for a variety of creative deliverables (motion design, brand identities, guidelines, website design, creative campaigns, activation and more), ensuring quality and consistency across channels.
- Provide mentorships focused on personal learning and development: includes quarterly plans for skills development, 1:1 technical mentorships and deliverable reviews for each project.
- Support ongoing business development initiatives, with a focus on sales: directional concepting, strategic recommendations, proposal development, pricing, pitching.
- Collaborate with project managers, account managers/directors, creative directors, strategists, designers, copywriters, developers and more on complex projects while maintaining grace under pressure.

INDIVIDUAL CONTRIBUTOR ROLES

Senior Graphic Designer

Walker Sands, Oct 2018 – Aug 2019

Graphic Designer

Walker Sands, Apr 2018 – Oct 2018

Associate Graphic Designer

Walker Sands, Aug 2017 – Apr 2018

Graphic Design Intern

Walker Sands, Jan 2017 – Apr 2017

SKILLS

Creative problem solving, coaching, collaboration, public speaking, creative ideation, presentation development, process improvement, moodboarding, watercolor, concept creation, storytelling, brand design

PROJECT AWARDS

6 AVA Digital Awards
1 PRSA Skyline Awards
2 Hermes Creative Awards

TOOLS

Figma
Sketch
Adobe Creative Suite
Wordpress
Trello
Slack
Google Suite
Microsoft Office Suite

University of Wisconsin-Madison

Bachelor of Fine Arts: Graphic Design
2012 – 2016

Kyledavis025@gmail.com

262.527.5597
369 w grand ave, #1307, Chicago, IL 60657