



caroline davis  
graphic design

## EXPERIENCE

### MARKETING DESIGNER

Farmers Restaurant Group | Washington D.C. | October 2020—Present

As the sole Marketing Designer, I am responsible for conceptualizing and developing engaging designs across a variety of mediums in order to support and promote the 7 FRG restaurants. This includes material such as weekly email campaigns, large menu creation, signage, packing, and branding. I work closely and collaborate with the marketing team, while owning and directing the creative process and consistently meeting tight deadlines.

### SENIOR GRAPHIC DESIGNER

Xenophon Strategies | Washington D.C. | December 2018—October 2020

I created memorable brand designs, engaging proposals and presentations, and intuitive website design frames. I developed and maintained fully-functional, interactive, and detail-oriented websites using WordPress, HTML, and CSS. I also led the planning and execution of video creation, including editing processes.

### JUNIOR INTERACTIVE DESIGNER

Cortina Productions | McLean, VA | March 2018—October 2018

I was responsible for graphic production within the design department, and collaborated closely with the programming and producing teams to ensure that all assets and design frames were in order for production. I conducted user-testing research and revised designs in order to guarantee intuitive and engaging quality solutions. Created assets for projects such as The National Comedy Center (TIME Magazine's World's Greatest Places 2019; USA Today's #2 Best New Attraction of 2018; Honorable Mention MUSE award), and The National Soccer Hall of Fame (Gold MUSE award).

### CREATIVE DIRECTOR

The Breeze at JMU | Harrisonburg, VA | October 2014—December 2017

I produced and placed advertisements in the school's newspaper and website. I directed the ad designers, collaborated with other departments, and worked closely with clients to create a vision for their company, while consistently meeting deadlines and requirements. I also supported the interview and hiring process.

### GRAPHIC DESIGN and ILLUSTRATION

Caroline Davis Design | 2010—Present

I create engaging and innovative digital and print designs for clients across a broad range of industries. I have collaborated with start up companies such as Provide Strong, Image Aesthetics, and Beauty & Braidz to produce unique branding, web designs, and illustrations. I have also designed products for different organizations, including TAPS, Men's Penn State Club Volleyball, Boy Scouts of America, and Zeta Tau Alpha Sorority. Services Include: Branding, Digital Design, and Illustration.

## EDUCATION

B.F.A. in Graphic Design

B.F.A. in Media Arts and Design

James Madison University

August 2013–December 2017

## SKILLS

Adobe InDesign · Adobe Illustrator ·

Adobe Photoshop · iMovie · Keynote ·

Adobe After Effects · Wordpress ·

HTML & CSS coding · Microsoft Office

## AWARDS

### VIRGINIA PRESS AWARD

April 2017 | Virginia Press Association

1st place for Best Advertising Headline

### DESIGNER OF THE YEAR AWARD

May 2017 | The Breeze

Designer of the Year for the 2016—2017 academic year with James Madison University's newspaper, The Breeze.

### VIRGINIA PRESS AWARD

April 2018 | Virginia Press Association

1st place for Best Online Advertising

### VIRGINIA PRESS AWARD

April 2018 | Virginia Press Association

2nd place for Education Advertising

### VIRGINIA PRESS AWARD

April 2018 | Virginia Press Association

2nd place for Member Self-Promotion



carolinemdavis.com



215.622.1537



carolinedavis5294@gmail.com