



JOANNA DAVIS
GRAPHIC DESIGNER

✉ jdavis@joannadesigns.com

WORK EXPERIENCE

Feb 2017
Present

GlobalAir.com **Lead Graphic Designer**

Create visual aspects of marketing materials, websites, social media, and infographics
Rebranding & Redesign of all marketing materials including mobile/responsive platforms, social media, video & Google Ads
Develop story boards, wire-frames and prototypes for website and landing pages in desktop & mobile platforms
Implementing UX/UI Design for HTML Email campaigns, landing pages, registration forms & web marketing materials
Layout & Design of microsites for clients selling aircraft inventory
Creating visually effective Infographics from data gathered and compiled for marketing purposes
Creating, collaboration & execution video, banners & ads for social media campaigns

May 2016
Feb 2017

J&L Marketing **UX UI Web Designer**

Design and Development of UX UI of Landing pages, Microsites, Dashboards, & Company Website
Managing Email/Landing Page Campaigns by adding variable data to the personalized URL landing pages
Implementing UI, UX material design such as date-pickers, charts, and forms
Applying JavaScript and Angular for the functionality of various dashboards, landing pages, and websites
Collaboration with marketing department editing HTML and CSS within various email campaigns, developing InDesign Mockups into functional HTML, CSS & JavaScript

Jan 2016
April 2016

The Dubrosky Group **Contract Graphic Designer**

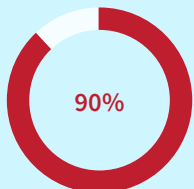
Logo and Branding for Clients, E-Book Design & Editing, Photo Editing, Web Design Editing, Production Work

May 2008
Dec 2014

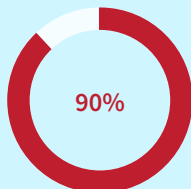
Jefferson County Clerk's Office **Webmaster Administrator/Graphic Designer**

Design, Updating and Maintenance of 3 Company Websites
Design and Layout of 2 quarterly newsletters, advertising, all marketing collateral, signage, displays, invitations, brochures, and letterhead
Reformatting and submission of ad and digital designs for various magazine insertions
Photography for newsletters, current events and website
Photo Editing

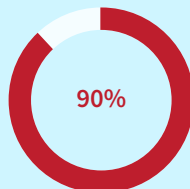
SKILLS



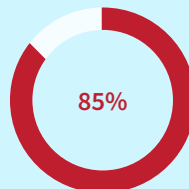
PHOTOSHOP



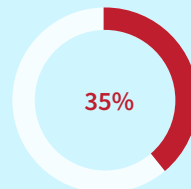
INDESIGN



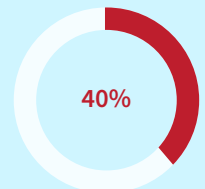
ILLUSTRATOR



HTML5/CSS3



JAVASCRIPT



JQUERY

EDUCATION

2006-2007

Jefferson Community & Technical College **Multimedia Certificate in Communication Arts & Advertising Design**

1994-1999

University of Louisville Hite Art Institute **BA in Fine Art Photography**