

# JOANNA DAVIS

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## PROFILE SUMMARY

Creative and results-driven Senior Visual Designer with a passion for crafting compelling brand experiences across digital and print platforms. Adept at transforming client visions into impactful visual narratives, I bring over 10 years of experience collaborating with diverse teams to deliver innovative design solutions that elevate brands and drive engagement. Skilled in balancing strategic thinking with hands-on execution, I thrive in fast-paced environments and am committed to continuous professional growth.

## CORE COMPETENCIES

- Brand Development & Strategy
- Art Direction
- Visual Identity Systems
- Brand Development
- Digital Marketing Design
- Standards
- Adobe CS
- Wireframes
- Figma Prototyping
- HTML/CSS
- WordPress Design
- Responsive Layouts
- Style Guide & Brand
- Typography & Color Theory
- User Research
- UX/UI Design
- Interaction Design
- Web Design

## PROFESSIONAL EXPERIENCE

### PPLSI

#### Senior Digital Designer

Sep 2022 – June 2025

- Led brand-forward digital campaigns that elevated brand visibility across platforms.
- Developed and enforced brand style guides, improving consistency across all channels.
- Directed creative assets for social media, ensuring alignment with brand tone and messaging.
- Collaborated with marketing and copy teams to refine brand voice across digital collateral.
- Managed and organized branded assets for team-wide access and efficient reuse.
- Advanced inclusive brand expression by integrating accessibility best practices into all designs.

### eBlu Solutions

#### UI Designer

May 2021 – Sep 2022

- Spearheaded a brand refresh, including redesigning logos, visual language, and marketing materials.
- Built a scalable Figma design system, reducing new asset creation time by **50%**.
- Designed internal dashboards and UI systems aligned with eBlu's updated brand identity.
- Built a modular Figma design system with brand-consistent components.
- Created event collateral and digital/print assets that reinforced brand presence at trade shows.
- Partnered with leadership to ensure brand cohesion across patient-facing materials.
- Improved site accessibility while maintaining consistent brand aesthetics and structure.

### UPS

#### UX Designer

Feb 2020 – May 2021

- Contributed to the visual branding of internal logistics tools and mobile dashboards.
- Aligned UI with UPS's global brand standards and ensured consistency across product teams.
- Designed onboarding experiences that reflected UPS's brand values of reliability and innovation.
- Produced prototypes and user flows with branding elements embedded in user journey touchpoints.
- Helped shape the internal design system, incorporating branded components and UI patterns.

### My Financing USA

#### Creative Visual Designer

May 2018 – Oct 2019

- Spearheaded a full-site rebrand and UX overhaul that increased online conversions by **44.95%**.
- Led a full website rebrand focused on improving visual identity and conversion optimization.
- Created a cohesive brand system applied across email marketing, landing pages, and digital ads.
- Produced brand-aligned social media graphics and managed visual content strategy.
- Designed marketing campaigns that reflected brand values of trust and approachability.
- Built interactive prototypes that brought new brand concepts to life for stakeholders.
- Ensured all assets—print and digital—were consistent with new brand guidelines.

## EDUCATION

Bachelor of Arts – *University of Louisville*

Multimedia Certificate – *JCTC*