



Joanna Davis • Senior Brand & Visual Designer • JoannaDesigns.com

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Senior Brand and Visual Designer with 10+ years of experience creating brand identities, digital experiences, websites, marketing campaigns, and design systems for SaaS, fintech, healthcare, legal services, startups, and nonprofit organizations. Skilled at combining strategic thinking with hands-on design execution to create work that drives business growth, strengthens brand recognition, and improves customer engagement. Proven results include increasing website conversions by 44.95%, building scalable design systems that improved team efficiency, and leading successful brand and campaign initiatives across multiple industries.

Core Skills

Brand Strategy • Creative Direction • Brand Identity • Visual Design • Art Direction • Design Systems • UX/UI Design • Digital Marketing • Website Design • Conversion Optimization • Campaign Development • User Research • Stakeholder Management • Creative Leadership • Figma • AI Workflows • Adobe Creative Suite • Accessibility • Marketing Communications Figma • Adobe Creative Suite • Marketing Communications • Cross-Functional Collaboration • Accessibility • User Research • Presentation Design • Content Strategy • Social Media Campaigns • Email Marketing • Creative Leadership

Professional Experience

Founder & Creative Director

ModRabbit Creative LLC | Louisville, KY | 2020–Present

Lead branding, web, and packaging projects for clients across financial services, hospitality, and public affairs, overseeing strategy, creative direction, and execution from concept through launch.

- Directed the **EVO Mortgage** brand refresh and website redesign, modernizing the visual identity and digital experience for a long-term client relationship spanning more than seven years.
- Served as Creative Director for the **Left Bank Gin** label and packaging design, developing a premium visual identity that reflects the brand's craft positioning and heritage.
- Led the design and development of the campaign website for **Mark England for Louisville Metro Council District 9**, creating a user-friendly platform that supported voter engagement and campaign communications.
- Partner with startups and established businesses to create cohesive brand systems, websites, packaging, and marketing collateral across digital and print channels.
- Deliver strategic creative solutions using Figma, Adobe Creative Suite, and WordPress, ensuring consistency and impact across all customer touchpoints.

PPLSI (LegalShield & IDShield)

Senior Digital Designer | September 2022 – June 2025

- Led creative development for national marketing campaigns across web, email, social media, advertising, and customer communications.
- Partnered with executive leadership, marketing teams, and copywriters to develop strategic visual solutions supporting business growth.
- Created and maintained brand standards, ensuring consistency across multiple product lines and customer touchpoints.
- Designed customer acquisition and retention assets that strengthened engagement and improved campaign performance.
- Championed accessibility and inclusive design practices across digital experiences.
- Managed large-scale creative asset libraries and streamlined design workflows for cross-functional teams.

eBlu Solutions

UI Designer | May 2021 – September 2022

- Led creative development for national marketing campaigns across web, email, social media, advertising, and customer communications.
- Built and implemented a scalable Figma design system that reduced asset creation time by 50%.
- Designed patient-facing and internal healthcare software applications focused on usability, accessibility, and workflow efficiency.
- Facilitated stakeholder discovery sessions to identify user needs and translate business requirements into design solutions.
- Developed dashboards, onboarding experiences, event materials, and marketing assets that reinforced a cohesive brand experience.
- Collaborated directly with executive leadership to align product strategy and brand positioning.

UPS

UX Designer | February 2020 – May 2021

- Led creative development for national marketing campaigns across web, email, social media, advertising, and customer communications.
- Designed enterprise software experiences supporting logistics operations and business-critical workflows.
- Created wireframes, user flows, prototypes, and interface designs for internal applications.
- Facilitated stakeholder discovery sessions to identify user needs and translate business requirements into design solutions.
- Contributed to design systems and component libraries that improved consistency across multiple products.
- Partnered with developers and stakeholders to deliver user-centered solutions that balanced operational efficiency and usability.

My Financing USA

Creative Visual Designer | May 2018 – October 2019

- Led a complete company rebrand and website redesign that increased online conversion rates by 44.95%.
- Developed a comprehensive visual identity system spanning website, email marketing, landing pages, advertising, and social media.
- Designed conversion-focused digital experiences that improved customer trust and lead generation.
- Collaborated with company leadership to reposition the brand and modernize the customer experience.
- Created marketing campaigns and digital assets that supported measurable business growth.

Selected Client Projects

JP Lyninger for Louisville Metro Council District 6

Communications Director & Lead Designer | November 2023-May 2024

- Directed campaign branding, visual communications, messaging strategy, advertising creative, social media design, print collateral, yard signs, apparel, and direct voter communications.
- Developed an integrated campaign identity that differentiated the candidate within a highly competitive primary election.
- Produced digital advertising campaigns that achieved engagement rates approximately 7% higher than previous campaign benchmarks.
- Contributed to a successful primary election victory through strategic communications, visual storytelling, and voter outreach efforts.

Education

Bachelor of Arts

University of Louisville

Multimedia Certificate

Jefferson Community & Technical College

Tools & Technologies

Figma • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe After Effects • Adobe Premiere Pro • WordPress • Elementor • HTML/CSS • Canva • Google Analytics • Google Search Console • Microsoft PowerPoint • Google Slides • Midjourney • Claude • ChatGPT • AI Workflows