

TAYLOR F. DAVIS

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work

GRAPHIC & WEB DESIGN

Freelance | 2012–Present

- Creative: graphic design and illustration of all types and across media, including logos, branding, event posters, ads (print and digital), web banners, packaging, educational aids, PowerPoint templates, t-shirt design, email design, book covers, album covers, and concept art
- Web: design and development at multiple scales; CMS administration; managing existing websites and/or drafting maintenance SOPs; ensuring all development follows W3C web standards and ADA compliance
- Social Media: management including content creation, outreach, and data analysis
- Clients: Pouring With Heart, TigerBee Press, California Institute of the Arts, Houseplant Cannabis, Butte Humane Society, Yada Yada Yoga, Kriete Truck Centers, Wintrust Community Banks, Northeastern University

CREATIVE BRAND MANAGER

Artisanal Brewers Collective | 5/2018–10/2020

- Creative: executing content layout, design, and copy in a high-volume environment; producing promotional and advertising collateral across print, digital, and packaging; creating and maintaining proper implementation of brand guidelines; Adobe Library management
- Project Management: creating and monitoring production schedules; effectively communicating projects within the corporate sphere and between locations; creating a back-end, semi-automated organizational system to better manage 11 locations as an independent team member
- Technical: maintaining websites and web image; CMS administration (Wordpress and Wix); domain and hosting maintenance; keeping up-to-date on and predicting consumer trends; applying consumer data to our SEO and marketing strategy; training Ops in software use; ensuring web ADA compliance; basic IT

skills

Graphic design, web design, brand creation, project management, illustration (traditional and digital), concept art, marketing, social media content creation (especially TikTok video formats), video editing, copyediting, budget management, excellent written and verbal communication

software

Adobe Suite (Photoshop, Illustrator, In Design, Lightroom, Acrobat, Premiere, XD), Procreate, Nomad, Blender, Final Cut, Microsoft Word & Excel, HTML/CSS, Bootstrap, PHP, JavaScript, Adobe Workfront, Figma, Asana, Basecamp, Slack, Discord, Wordpress, Wix/Corvid, Zenreach, Mailchimp

education

MFA: STUDIO ART & PAINTING
Illinois State University
Normal, IL, USA | 2022–Current

CONCEPT ART & DRAFTING
Concept Design Academy
Pasadena, CA, USA | 2016–2018

BA: FILM & TELECOMMUNICATIONS
CSU, Los Angeles | *Cum Laude*
Los Angeles, CA, USA | 2015

interests

Painting, cats, sustainability, Fromsoftware games, Akira Kurosawa, slow fashion, French pastry, interior design, Tom Waits, Mass Media Theory, atelier training, gin and mezcal, bass guitar