

Charles Davis

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Summary

As a Graphic Designer with a history in corporate identity, packaging, print collateral, logo, advertising, annual reports, web, multimedia, production, retail & catalog design, along with extensive customer service experience, I can bring a variety of skills to the table. I am a team player, fast learner, and creative.

I am a skilled designer and visual thinker with over a decade of experience in graphic, web design, multi-media and Illustration. I have a passion for the arts as well as design, demonstrated by a career-long interest in visual design.

Computer Skills

InDesign CS2/3	Photoshop CS2/3	Illustrator CS2/3	Acrobat 7	MS Office
Flash 8	QuarkXpress 6.5	Dreamweaver	Final Cut Pro	Corel Painter
Poser	Internet Usage	Maya	3DS Max	WinXp
Mac OSX	DVD Studio Pro	Flightcheck	Mac/PC Troubleshooting	

Professional Experience

DELUXE (Formally NEBS - Groton) • 9/99 to Present

Senior Corporate Designer - Specialist (Corporate Design Studio)

- Determine and create design or brand logo for a product or product line
- Design and produce various vehicles for miscellaneous corporate sales needs including, but not limited to: training flyers, posters, coupons, multimedia presentations – using flash, video, special effects and music
- Troubleshoot electronic files
- Analyze market information to determine the most effective design approach for all assigned projects, ensuring that it meets all identified customer needs
- Review sales history, advertising strategies, market segment, end consumer to gain perspective on the marketing goals for a particular product
- Design custom forms, logos, and line art for catalog use
- Create support material for Human Resources, Marketing, and Customer Service departments
- Color correction, silhouettes, photo manipulations, and digital special effects for print and web advertising
- Trade-show booth designs - support collateral documents
- Contribute ideas and concerns regarding a project and how to accomplish it in order to get the best possible product within the established budget.
- Manage the workflow of all assigned projects to ensure that all marketing, manufacturing and advertising scheduling objectives are met. This includes the work of freelancers assigned to respective projects.

Artist/Prepress Imaging Technician - Digital Production Specialist (PreMedia)

- Created and modified digital imagery making corrections as needed
- Executed production edits and effects for print and web media
- Performed pre-press imaging functions including: RIPing, page production and layout, image retouching, color correction, scanning, digital photography, and photo mock-ups in a color-managed workflow
- Coordinated and oversaw Pre-Press printing process to printer
- Created and revised product imagery for use in print and web advertising

Composition Logo Artist - Full Color Lead Artist

- Product layout and logo creation for NEBS business products - ensuring that samples accurately represents the proper specifications, imprints, logos and copy , maintaining archiving for future reorders
- Created line art illustrations - scan, edit, clean up customer submitted artwork.
- Full Color Lead Artist - created Business Cards, Postcards, Stationery
 - Assisted in implementing workflow, process, set up training for new employees
- Meeting Facilitator for 15 artists - addressed issues as they arose, kept track of work load for department to ensuring productivity and work was distributed as needed, constant contact with Supervisor. Supported Admin with special projects.

MEDIACOM TELESYSTEMS, INC. • 1998 – 1999

Marketing Associate (Designer)

- Created all in-house graphics for print and web
- Developed corporate PowerPoint presentations and maintained updates
- Maintained and updated company press-kits
- Served as Interim Customer Service Manager during search for new manager
- Trained temps and Customer Service Manager
- Provided on-going support for customer service and tech support departments
- Implemented direct mail programs
- Designed branding format for company support forms and literature
- Produced quarterly newsletter

Electronics Boutique 1995 – 1998

Store Manager

- Recruiting, hiring, and training of store staff
 - Management of 7 to 12 staff members
 - Prepared and delivered annual performance appraisals to store staff
 - Adhered to operational procedures and company policies and practices as communicated through the company handbook, procedure manual, and other communications as released
 - Opened, closed, daily sales reports and payroll, Inventory-loss prevention control count, balanced and reconciled daily business transaction totals on paper and record information in POS system
 - Maintained merchandise sections, in store promotions, signage and displays, and pricing strategies according to current guidelines and time lines
 - Met individual sales, shrink, and special program goals
 - Brought the store volume up from just under \$700k to over \$1.2 million within 6 months
- Award: "Associate of the Year" – 1995 • For excellence in Customer Service (entire mall staff)

Play It Again Sports 1994 – Present

Store Shift-Manager (currently freelance designing)

- On-going direct mail programs - designing postcards, flyers, and in store promotions
- Control and administration of financial transactions in retail environment
 - Includes control of cash flow and expenses, internal audit and protection of store assets, and establishment of seasonal budgets
- Opened, closed, daily sales reports and payroll, inventory-loss prevention control counts, balanced and reconciled daily business transaction totals on paper and record information in POS system
- Maintained merchandise sections, in store promotions, signage and displays, and pricing strategies

EDUCATION

MASSACHUSETTS COLLEGE OF ART, Boston, Massachusetts
Bachelor of Fine Arts, May 1994 • Major: Illustration