

# PRESTON DAVIS

DESIGNER

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**404.386.0774**

## EDUCATION: ART INSTITUTE OF ATLANTA

Atlanta, Georgia  
Associate in Arts  
Graphic Design December 2003

## OAKWOOD COLLEGE

Huntsville, Alabama  
Bachelor of Science  
Psychology 2000

## SKILLS:

Design (Creative and Critical)  
Adobe Creative Suite  
Print and pre-press production  
Press Checks  
Digital and Film photography  
HTML  
Microsoft Office  
Quark

## EXPERIENCE

### College of Engineering University of California, Berkeley

OCTOBER 2011 – PRESENT | BERKELEY, CA

#### GRAPHIC DESIGN & PRODUCTION ASSOCIATE

Creates and develops strategic communications from early design stages to post-launch. Creates and maintains production schedules for priorities, deadlines, brand standards and deliverables to ensure successful execution of communications objective while meeting budget and time constraints. Provides original design and layout on selected publications including brochures, catalogs, media guides, newsletters, signage and web-based college communications. Develops and maintains a consistent branding style guide for each of College Relations' constituent programs. Provides photographic support for selected publications and events.

#### Freelance Design & Photography

SEPTEMBER 2006 – PRESENT | OAKLAND, CA

CLIENTS: Grocery Outlet, Tsinghua-Berkeley Shenzhen Institute, Ogilvy & Mather, Big Design, Bio-Rad, Bare Escentuals, Questbridge, Chow.com

### Saint Mary's College of California

NOVEMBER 2005 – NOVEMBER 2006 | MORAGA, CA

#### SENIOR GRAPHIC DESIGNER

Conceptualized and implemented designs from concept to production for internal campus clients. Consulted internal clients for launching and maintaining various communication strategies including scope of project, targeting appropriate audience as well as budgetary considerations. Managed and designed projects such as quarterly college magazine, catalogs, brochures, posters and logos. Directed photo shoots for magazine features and college admissions collateral. Prepared digital files for printing and supervised press checks during production.

### Art Institute of Atlanta

DECEMBER 2003 – OCTOBER 2005 | ATLANTA, GA

#### GRAPHIC DESIGNER/WEB SITE COORDINATOR

Lead designer, coordinator and project manager of all printed marketing and public relations materials such as brochures, fliers, invitations, postcards and catalogs. Performed press checks. Analyzed proofs and bluelines. Managed all projects to ensure they were delivered on time and within budget specifications. Designed, produced and updated the college website.