

PRESTON DAVIS

CALIFORNIA BASED DESIGNER

WWW.PRESTONDAVIS.COM

PRESTOND@GMAIL.COM

404.386.0774

WWW.LINKEDIN.COM/IN/PRESTON-DAVIS

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

SENIOR GRAPHIC DESIGNER

Bio-Rad Laboratories, Inc.

NOVEMBER 2017 – PRESENT | HERCULES, CA

Design marketing materials for print and digital applications including layouts, graphical icons, scientific visual representations and other graphic assets to support business objectives. Work in a collaborative and dynamically creative team environment with regional and product marketers, UX designers and technical copywriters to develop ideas that align with various marketing strategies. Prepare final delivery of print or digital files. Attend press checks and coordinate deliverables with the entire project team (print buyer, illustrators, photographers and printers). Manage and organize multiple projects in a fast paced, deadline driven environment with shifting priorities to ensure deadlines are met.

GRAPHIC DESIGNER & PRODUCTION COORDINATOR

College of Engineering

University of California, Berkeley

OCTOBER 2011 – OCTOBER 2017 | BERKELEY, CA

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

Freelance Design & Photography

SEPTEMBER 2006 – PRESENT | OAKLAND, CA

SENIOR GRAPHIC DESIGNER

Saint Mary's College of California

NOVEMBER 2005 – NOVEMBER 2006 | MORAGA, CA

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.

GRAPHIC DESIGNER/WEB SITE COORDINATOR

Art Institute of Atlanta

DECEMBER 2003 – OCTOBER 2005 | ATLANTA, GA

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 blueines. Managed all projects to ensure they were delivered on time and within budget specifications. Designed, produced and updated elements of the college website.