JACLYN DAVIS

215.272.0855 · jaclyndavisdesign@gmail.com · jaclyndavisdesign.com

SKILLS

Creative Direction
UI/UX Design & Prototyping
Web Design & Development
Visual Identity & Branding
Email and Social Media Campaigns
Vector Illustration
Motion Graphics
Typography
Product Photography
Project & Time Management

SOFTWARE

Adobe CC
Figma
Sketch
Jira
Microsoft Office

LANGUAGES

HTML
CSS/Sass
React.js
Android XML

AWARDS

**Maryland Cannabis Organization
of the Year Award 2020**
Brytemap

**Graphic Design USA 2020
American Package Design Award**
"What's the Stitch?" package design

EDUCATION

Drexel University, 2019
B.S. in Graphic Design
Minor in Fine Art

EXPERIENCE

Grato Creative, Cherry Hill, NJ | 2022-present
Senior Graphic Designer
- Oversee the creative vision, strategy, and execution of design projects, ensuring they align with the client's brand identity and communicate effectively with target audiences
- Thoughtfully build brand identities through logos, color palettes, icons, and patterns, using prior research on target audience, company goals, and industry competitors
- Redesign and build multi-page websites to enhance brand identities and more clearly communicate with audiences, greatly contributing to increased traffic and sales
- Expand brands across various elements like social media, email, website, packaging, print collateral, business cards, and signage, focusing on consistency to establish strong brand presence and recognition
- Create visually engaging motion graphics for high-converting promotional emails and advertisements, enhancing client messaging
- Produce high-quality product photography for websites, marketing materials, social media, and email campaigns, greatly contributing to increased sales

Industry Health Solutions, Harleysville, PA | 2021-present
Lead Visual Designer
- Conduct brainstorming sessions to identify internal company stress points and employee challenges, establish goals, define opportunities, and problem-solve
- Craft eye-catching printed materials including flyers, banners, advertisements, and report booklets, leading to increased recognition, loyalty, and revenue
- Spearheaded the UI/UX design of an entire occupational health business management web application
  - Communicated with client and developers to form technical requirements for multiple phases of application
  - Assembled user flows to aid in creation of high-fidelity prototypes
  - Presented an extensive design and detailed prototype to client
  - Developed a user-centered and polished UI, focusing on accessibility and consistent visual elements for an intuitive and easy-to-learn experience
  - Led several software review meetings to show progress and perform usability testing, using feedback to validate designs and perfect the user experience
  - Collaborated with developers to architect and code front-end of web application in React.js with a focus on scalability, efficiency, and meticulous design accuracy

Brytemap, Cockeysville, MD | 2019-2022
Lead Visual Designer
- Efficiently balanced several responsibilities with reliability and attention to detail
- Expanded the company's visual identity through software design, application logos, style guides, graphics, patterns, and animations used across all platforms
- Led the redesign and expansion of the company's 25+ page flagship retail ecosystem software, greatly improving customer retention and doubling the client base within the first year
  - Rapidly produced deliverables including user flows, prototypes, final designs, style guides, usability testing reports, and instructional documents
  - Developed an easy-to-use UI system that extended to three software applications, ensuring they were cohesive, accessible, scalable, and built upon significant user research
  - Completed over 10 rounds of usability testing with clients to receive feedback and insight, allowing me to continuously refine designs
  - Collaborated closely with developers to ensure design accuracy, providing detailed documentation for seamless implementation
- Managed team project in Jira to maintain efficiency, delegate tasks, gather documentation, track development, follow release schedules, and automate internal processes, increasing productivity by over 30%