

Kathy Davis

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Professional Profile

Seasoned Art Director possessing 20+ years expertise in creative graphic design for both print and web. Recognized and valued by clients for listening carefully to their needs and then delivering fresh, efficient and effective solutions. Experience includes working with businesses of all sizes, within budgets of all magnitudes, in agency settings as well as establishing and marketing my own firm. Easy to work with, adapt to new challenges quickly, and excel at balancing aesthetic and technical customer requirements. To learn more, visit ideaswirl.com.

Proven Skills And Abilities

Digital Media

Have coded website themes and understand the technical side of digital media and importance of clean design to enhance the user experience.

- Updated website for City of Concord. Wireframed existing content, then reorganized the information to be more intuitive. Developed responsive layout and prototype, delivered site assets to developer who coded a new skin for the site. Website won top honors at an industry awards competition in Spring 2022.
- Built a responsive WordPress website for a local therapist utilizing drag-and-drop Divi platform. The builder is modular, allowing me to have the site up and running in a matter of days. Her practice is thriving since her launch in Summer 2021.
- Designed and wrote website for Heritage Carports, highlighting their commitment to deliver superior customer service and top-quality steel buildings. Built prototype based on responsive grid layout; provided site assets to web developer, who built the site on the DotNetNuke (DNN) platform.

Graphic Design

Full-scale, sophisticated graphic design from logos and collateral to print publications, digital ads and signage.

- Generated design concepts and handled production of the Annual Comprehensive Financial Reports for Charlotte Douglas International Airport for the past three years. Each project involved the integration of data from three financial reporting firms, observance of brand standards for both the Airport and the City of Charlotte, and followed Government Finance Officers Association (GFOA) best practices for financial reporting.
- Crafted a logo and set of icons successfully promoting four infrastructure bonds for the Town of Garner. Each bond was represented by a specific icon and color to organize the data, and the identity was implemented across direct mail, flyers, yard signs and a website.
- Produced inaugural Popular Annual Financial Report for Cabarrus County. Project entailed the creation of colorful graphs, charts, and infographics throughout the piece, and adhered to the County's style guide.

Brand Development

Have taken brands from anonymity to thriving entities and helped clients reinforce or recreate a more positive image.

- Created a series of labels for a local honey farmer expanding his product line to include a variety of nut butters sweetened with his popular honey. Project included creation of an overall identity for the farm, a jar-top seal and six distinctive product labels.
- Redesigned the logo and collateral materials for the Town of Davidson's annual Christmas In Davidson celebration. Adapted graphics to the program guide/newspaper insert, posters, and street pole banners..
- Worked with second-generation South Carolina farm over a period of many years to transform the brand, customer base, and business scope from a seasonal produce stand to a year-round, upscale healthy and organic food store. Handled everything from designing private labels to print, digital, outdoor, and online advertising to website development. The client, Belue Farms Natural Market, was voted Best Healthy/Organic Food Store in Spartanburg the last two years, beating national chains in the category.

Professional Experience

Granite Sky Creative Group | Mooresville, NC

Creative Director

2018 to present

Designed and produced annual reports, seasonal program guides, quarterly magazines, Powerpoint templates, and various other printed and digital publications for local municipalities, including Charlotte Douglas International Airport, City of Concord, City of Kannapolis, City of Monroe, and Cabarrus County. Responsible for photo editing, creation of infographics, copywriting, website design, email promotions, and production of social media assets. Streamlined efficiency by introducing new processes and new software to workflow. Great opportunity to work as part of a team in an agency setting after freelancing for a decade.

IdeaSwirl | Mooresville, NC

Owner, Creative Director

2008 to present

Developed unique brands, built and maintained websites, specialized in graphic design, and implemented skills consistently across traditional and digital media for a variety of clients in the Lake Norman area. Customers included healthcare providers, farmers, municipalities, retailers and business-to-business service providers. Gained invaluable insights into marketing challenges by running my own company.

Solace For The Children | Mooresville, NC

Cofounder, Director of Communications

1995 to 2009

Established brand identity, produced fundraising materials, and developed website, all of which were key to developing recognition and establishing credibility for this children's charity. During my tenure, the program provided summer respite that helped approximately 230 children from Belarus escape the effects of radiation following the Chernobyl nuclear accident, and secured donations of children's medical and dental services, valued at several hundred thousand dollars. Role required the ability to work well with a wide variety of people, including volunteers, medical professionals, and international contacts.

LGA Advertising (Lūquire) | Charlotte, NC

Art Director

1989 to 1994

Designed logos, produced annual reports, and generated a variety of print ads, collateral materials and packaging for one of the Southeast's premier advertising agencies. Clients included Carowinds, Duke Energy, Carolinas Healthcare System (Atrium Health), Carolinas Partnership (now Charlotte Regional Business Alliance), and Monsanto. Honed design skills and developed a love of typography here.

Education

Bachelor of Fine Arts in Graphic Design | Auburn University

Skill Set For UX

Expertise with graphic and technical platforms across many industries and market segments from corporate to UX design.

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, XD, Acrobat)
- Microsoft Office Suite (Outlook, Word, Excel, Powerpoint)
- WordPress
- HTML5
- CSS3
- Working knowledge of Figma