

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 as well as the importance of clean design to enhance the user experience. Excellent layout, hierarchy and typographic skills. Experienced in creating graphics for social media, email marketing campaigns, presentations and digital ads. Skilled with WordPress content management system.

- Updated website for City of Concord. Wireframed existing content, then reorganized the information to be more intuitive. Developed responsive layout and high-fidelity 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.

Graphic Design

Full-scale, sophisticated graphic design from logos and collateral to print publications, trade show booths, event materials and signage. Deep understanding of print production and requirements for a variety of media. Created visually striking infographics. Laid out newsletters and worked efficiently with long-form documents such as annual reports.

- Generated design concepts and handled production of the Annual Comprehensive Financial Reports for Charlotte Douglas International Airport for the past five 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.

Brand Development

Have taken brands from anonymity to thriving entities and helped customers reinforce or recreate a more positive image. Have created identity standards manuals for several clients, and am skilled at generating fresh work while adhering to established brand guidelines.

- 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, SC the last three years, beating national chains in the category.

Professional Experience

Granite Sky Creative Group | Mooresville, NC

Creative Director

2018 to present

Designed and produced an array of printed materials for local municipalities, including annual reports, seasonal program guides, quarterly magazines, brochures, stationery and direct mail. Created logos, developed and implemented brand standards across multiple channels. Designed websites and other digital assets, including Powerpoint templates, email marketing, and social media promotions for a variety of organizations and venues in the region. Responsibilities included image sourcing and photo editing, creation of infographics, copywriting, website design, email promotions, and production of social media assets. Clients included Charlotte Douglas International Airport, City of Concord, City of Kannapolis, City of Monroe, Cabarrus County, and Town of Mount Pleasant, NC. Streamlined efficiency by improving file management processes and introducing 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. Enhanced my knack for creative problem solving and 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 360 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 communicate effectively and collaborate with a wide variety of people, including volunteers, medical professionals, and international contacts.

LGA Advertising (Lūquire) | Charlotte, NC

Art Director

1989 to 1994, 1997

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

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
- Figma