
Vanessa Davis

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References available
upon request.

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Vanessa is a graphic designer and multifaceted creative. With a background in brand identity, web design and social media management, she strives to create work that provides unforgettable experiences and fosters connection.

Education

Aug 2018 – May 2022
University of Arkansas,
BFA Graphic Design

Skills

Illustrator
InDesign
Photoshop
Premier
After Effects
Figma
Canva

Work Experience

Oct 2022 – Present
Junior Graphic Designer
Matchbox Studio

Dallas-based agency specializing in brand strategy and identity, marketing, collateral, and web design. Responsible for brand development, supporting senior designers to translate established identities into marketing collateral, build presentation decks and websites, and produce various client deliverables. Regularly interface with clients to present work and consult on print production details, including paper selection and finishing options.

Jan 2022 – Oct 2022
Brand + Experience Designer
re-inc

A global sports media brand offering eco-conscious commerce and a multi-platform community shared by creatives and fans of women's sports. Designed visual content for social media, newsletters and digital marketing and creating brand designs for product launches and collections.

Jan 2021 – Oct 2022
Designer + Social Media Manager
School of Art, University of Arkansas

Supported the School of Art administrative department by designing promotional assets for school programs, scholarship launches, faculty announcements and more. Simultaneously managed various social media platforms and department websites.

May 2021 – Aug 2021
In-Club UX Design Intern
Sam's Club

Collaborated cross-functionally with team members of research, product and design to improve the experiences of associates using the in-store pickup app. Explored ways of improving relations between store associates and members through interviews, design iteration and user-testing resulting in a 3-month study presented to department leaders and company executives.
