

# DOMONIQUE DAVIS

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## SUMMARY

Domonique Davis is a **solution-based designer** with a thorough understanding of design communications. After **14 years** of graphic design, digital art and creative problem solving, she has developed excellent presentation skills, a strong sense of concept development, and a basic understanding of web programming.

## COMPUTER SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Microsoft Office
- Microsoft PowerPoint
- Adobe Creative Suite
- WordPress CMS
- Storyline 3
- JavaScript
- HTML 5
- XML
- CSS3

## EDUCATION

M.S., Information Architecture Knowledge  
*Emphasis in User Experience Design*  
**Kent State University**  
2015 – 2016

B.A, Telecommunication Information Studies and Media  
*Emphasis in Digital Media Arts and Technology*  
**Michigan State University**

## EXPERIENCE

### Webmaster & Lead Designer | Matrix Human Services | Detroit, MI October 2019 – Present

- Manage the design, development, security, and maintenance of anchor web properties.
- Design and develop a client portal for 3,000 users from concept to completion
- Standardize brand guidelines and maintain brand integrity across print, web, and apparel
- Produced data-driven agency impact report for 2019 outcomes
- Manage vendor relationships for a \$20,000 marketing collateral budget
- Designed and developed a series of engaging donor landing pages resulting in over \$100,000 fundraising awards

### UX/UI Designer Developer | Ektello | Detroit, MI July 2019 – August 2019

- Under contract with General Motors  
Work with cross functional team of UX specialist, technical writers, project managers and stakeholders to conduct a massive redesign of the employee benefits portal. Design stack includes HTML, CSS, JavaScript and Foundation (Bootstrap alternative). Designs are delivered using Adobe Audience Manager.

### Lead Graphic Designer | American Society of Employers | Livonia, MI March 2019 – July 2019

- Develop and design marketing collateral to support marketing campaigns. Such collateral includes digital ads, promotional videos, banners, booklets, signs, and flyers.

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## **Multimedia Designer | Raytheon Professional Services | Troy, MI**

**November 2016 – January 2019**

- Acted as lead designer while leveraging the Adobe Creative Cloud Ecosystem and Adobe InDesign. Development included the design of instructor guides, participant guides, PowerPoint presentations, custom maps, email simulations, blog posts, and logos.
- Administered website audits, created wireframes, mockups and interactive prototypes
- Work with cross-functional teams to produce high fidelity media assets for large-scale Instructor Lead Training, Web Based Training, Video Connected Training, Interactive PDF and eLearning projects.
- Produced over 100 rich media animations using Adobe Flash, Adobe Creative Cloud, HTML5, CSS and XML, and published animations using an internal LMS/LCMS Catapult.

## **Web Designer | CDK Global | Detroit, MI**

**April 2013 – June 2016**

- Maximized interactions and consumer experiences on over 4,000+ Chevrolet, Buick, Cadillac, GMC, Honda and Volkswagen Dealership websites using a “mobile first” design approach.
- Increased audience engagement by 25%, after leveraging SEO, heat map technology, content management systems, Adobe Creative Suite, HTML, CSS, and JavaScript

## **Project Manager | Vanguard Community Development Corporation | Detroit, MI**

**May 2011 – April 2013**

- Trained and developed 100 students on job readiness and employability skills. Over 85% of students that completed the training obtained summer employment.
- Managed a team of 60 students and 7 direct reports during the project lifecycle over 3 months
- Facilitated media workshop at the 2012 Allied Media Conference and published workshop in the Detroit Future Youth Curriculum

## **Web Administrator | Trouble Shooters Technical Support | Lansing, MI**

**May 2010 – May 2011**

- Developed, supported and provided UX management for 5 corporate websites
- Increased customer sales through branding material for Trouble Shooters Technical Support