

# PRESTON DAVIS

GRAPHIC DESIGNER

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## MY INTENT:

TO LEARN. TO BE CHALLENGED. TO SURPASS CLIENT EXPECTATIONS.

## EXPERIENCE

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11/06–PRESENT

### FREELANCE/CONTRACT

CLIENTS: OGILVY & MATHER • MERVYNS • BIG DESIGN • BIO-RAD • BARE ESSENTIALS • NORCAL MUTUAL • MRKTG PARTNERS • QUESTBRIDGE

11/05–11/06

### SAINT MARY'S COLLEGE OF CALIFORNIA

SENIOR GRAPHIC DESIGNER.

Conceptualized and implemented designs from concept to production for internal campus clients. Consulted internal clients for launching and maintaining various communication strategies which included, scope of project, targeting appropriate audience, as well as budgetary considerations. Managed and designed projects such as, quarterly college magazine, catalogs, brochures, posters and logos. Directed photoshoots for magazine features as well as college admissions collateral. Prepared digital files for printing and supervised press checks during production.

12/03–10/05

### ART INSTITUTE OF ATLANTA

GRAPHIC DESIGN/WEB SITE COORDINATOR.

Lead designer, coordinator and project manager of all printed marketing and public relations materials such as brochures, flyers, invitations, postcards, and catalogs. Performed press checks. Analyzed proofs and blueslines. Managed all projects to ensure all projects were delivered on time and within budget specifications.

Designed and produced upgrades and updates for the college Web site, ensuring that the Web site functioned properly.

05/03–11/03

### ART INSTITUTE OF ATLANTA

ASSISTANT GRAPHIC DESIGNER

Managed and design a variety of projects such as marketing brochures, flyers for upcoming events and course catalogs and viewbooks. Instrumental in ensuring the timely delivery of projects through collaborative efforts as well as involved in the print production of all work.

## EDUCATION

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The Art Institute of Atlanta, Atlanta, Georgia

Associate in Arts, Graphic Design December 2003

Oakwood College, Huntsville, Alabama

Bachelor of Science, Psychology 2000

## SKILLS

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Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Image Ready  
Adobe Acrobat  
Quark Xpress  
Macromedia Flash

Macromedia Dreamweaver  
Macromedia Fireworks  
Microsoft Office  
PC and Mac computer platforms  
Pre-Press  
Press Check  
Photography