



david knowles

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Technical Skills and Proficiency

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Animate, Muse, XD, After Effects, Lightroom

Design Software: Procreate, Sketch, Canva, Hexels 3

3D Modeling: Blender, Cinema 4D

Web Development: HTML5, CSS3, Javascript & JQuery, PHP, Actionscript3, SEO

Microsoft Office: Word, Excel, Powerpoint, Outlook, Sharepoint, Publisher

E-Learning Software: Adobe Captivate, Storyline Articulate, Camtasia

Professional Experience

DRAWBOT DESIGN - Freelance Graphics & Web Design

Designer, Web Developer, Illustrator - [May 2011 - Present]

- Logo and brand identity management - including layout, typography, color palette, and guidelines
- Original vector designs for advertising and promotional web & print materials
- Website design and UI / UX development
- Animation and interactive motion graphics
- Digital, hand-drawn, conceptual and technical illustrations for film, print, web, and more
- Speed caricature artist for private engagement and commission

VMG Studios - Hybrid Creative Agency & Video Production Studio

Graphic Designer - [March 2021 - September 2021]

- Conceptualized, developed, and delivered a variety of design materials for various tech clients
- Assets developed include logos, branding, color and typography studies, motion graphics, website layouts, e-mail templates, storyboards, 3D models, concept art, and instructional design content
- Consulted and expanded the core brand identity and direction for VMG Studios and its sister brands

AMAZON WEB SERVICES - Training and Certification Product Marketing

Graphic Designer - [January 2017 - December 2020]

- Created and managed corporate branding and identity design management and development
- Created 1000+ icons and illustrations for web and print collateral
- Developed brand assets, e-mail banners, website layouts, promotional items, event posters, web UI designs, interactive e-book, paid social advertisements, infographics, and motion graphics
- Researched, developed, and implemented large-scale event theming and design projects for global training events and conferences, resulting in a 250%+ increase in user engagement
- Curated and managed design requests across global teams by interfacing with stakeholders to assess marketing needs and data to maintain brand integrity and consistency
- Created, maintained, and updated visual branding content repositories for global marketing usage

CENTURYLINK (contracted through Apex Systems)

Multimedia Courseware Developer / Instructional Designer - [May 2015 - Oct 2015]

- End-to-End e-learning Course Development
- Researched internal process and strategized effective learning strategies using SAM dev. cycles
- Developed vector graphics, charts, interactive diagrams, flash games, animation, web elements, tests, video and audio tools to aide in the learning process
- Redesigned existing training and web branding materials with interactive and animated elements to increase audience engagement and content retention

COBALT | ADP (contracted through Apex Systems)

Web Content QA Specialist - [Feb 2013 - July 2013]

- Digital Content Quality Assurance Performed on Car Dealership Web Modules & Site Structure
- Investigated, modified and corrected HTML, CSS and javascript errors on each site
- Developed vector graphics, UI designs, photo-manipulations and scripts to improve existing web designs and modules

BEE GOOD INBOUND MARKETING - Startup Marketing Agency

Graphics & Web Designer - [June 2012 - Jan 2013]

- Lead User Interface Designer for Web Assets and Marketing Materials
- Produced vector graphics and concept UI designs for web materials and advertising
- Extensive front-end development, coding, website QA and maintenance
- Researched and presented client inbound web marketing proposals including infographics, interactive games, illustrations, animations and articles
- Worked collaboratively on a team of graphics and content specialists to launch a company

NEW BEGINNINGS NUTRITIONALS - Supplement Distributor

Web & Print Marketing Designer - [Aug 2011 - May 2015]

- Lead Designer for all Print and Web Marketing and Branding Materials
- Developed product catalogs, web banners, print & e-mail advertisements, promotional campaign materials, product photography, live presentation aides and UX design
- Redeveloped existing print order form and catalog process to streamline distribution

UNIVERSITY OF KANSAS - eLearning Design Laboratory

Senior Graphic Designer - [Nov 2008 - Sept 2011]

- Developed interactive teaching materials for web-based learning modules for k-12 students
- Created dynamic interactive animations, sequential narratives, diagrams, infographics and teaching aides to explain complex math and science concepts to a wide audience
- Trained junior designers to use Adobe Creative Suite software for instructional design
- Edited and redeveloped an online interactive glossary of science terms into a fully animated encyclopedia that explains and describes abstract concepts to children

Formal Education

University of Kansas

Bachelor's Degree in Visual Communications - [Aug 2007 - July 2011]

- Emphasis in Digital Illustration
- Minor in Art History
- Studied abroad in Italy in summer 2010