



David Knowles

Seattle-Based Senior Graphic Designer and Illustrator
With 10+ Years Experience In Visual Problem-Solving

CONTACT

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SUMMARY

With over a decade of experience in fast-paced graphic design environments, I excel in delivering creative solutions for large-scale and high-visibility marketing projects. I've developed multiple strategic brand identities, set content marketing campaign creative direction, and collaborated closely with cross-functional teams to ensure brand consistency with industry standards and design best practices. My specialty is art direction for developing detail-oriented brand guidelines and style guides that extend to both robust print-ready and digital design projects. I bring a unique blend of strategic thinking, creative problem-solving, and experienced leadership skills to elevate performance and deliver exceptional results.

CORE COMPETENCIES

- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, XD, AfterEffects, Animate, Premiere
- **Additional Design Software:** Figma, Canva, Sketch, Blender, Cinema 4D
- Responsive Front End Web Design with Search Engine Optimization (SEO)
- User Interface / User Experience Design with Prototyping and Wireframing
- Marketing User Research Data Collection and A/B Testing
- Hand-drawn Conceptual Illustration and Character Design
- Layout, Color Theory, Typography, Identity Branding
- Rapid Ideation and Collaborative Brainstorming
- Team Leadership and Project Management

PROFESSIONAL EXPERIENCE

TuSimple Inc - Senior Graphic Designer

San Diego, CA

11/2021 - 05/2024

- Implemented a holistic marketing brand strategy and a dynamic design process to deliver on fast-paced weekly marketing objectives to build public awareness
- Built extensive brand guidelines, including unique logos, typography, iconography, photography style, brand colors, patterns and textures packaged and distributed these assets as self-serve interactive 50-page design repository toolkit
- Project managed design agency relations and oversaw numerous marketing campaigns, including interactive website landing page SEO interfaces, large-scale branded print designs for technology conferences, branded documentary video productions with motion graphics and ongoing social media campaigns
- Led collaborative company-wide brainstorming discussions and branding exercises to develop dynamic and cutting-edge marketing strategies from collected target audience data resulting in a successful change in company-wide art direction

VMG Studios - Graphic Designer

Bellevue, WA

03/2021 - 09/2021

- Conceptualized, pitched, and developed design solutions for various technology clients with my expertise in Adobe Creative Suite software
- Developed brand assets including logos, color and typography studies, motion graphics, website layouts and wireframes, email templates, storyboards, 3D models, concept art, and instructional design content modules
- Audited and expanded the core visual identity and brand guidelines for VMG Studios and its sister brands by leading discussions with a collaborative team of designers

AWS Training and Certification - Graphic Designer II

Seattle, WA

01/2017 - 12/2020

- Created corporate sub-branding design system and regularly updated brand guidelines and style guides for cross-functional marketing collaborations
- Produced 1,000+ branded icons and illustrations for web and print collateral
- Developed brand assets, email banners, website wireframes, promotional event posters, interactive ebooks, social media content, infographics and motion graphics with my expertise in Adobe Creative Suite software programs and best practices
- Created, maintained, and updated internal branding content repositories which more than doubled brand consistency across all public marketing channels
- Researched, developed, and implemented large-scale event design projects for global training conferences, resulting in a 250%+ increase in user engagement
- Fulfilled design requests across global teams by interfacing directly with stakeholders to assess marketing needs to maintain brand consistency

CenturyLink - Multimedia Courseware Designer

Seattle, WA

01/2017 - 12/2020

- Created vector graphics, charts, interactive diagrams, flash games, animation, and quizzes to build end-to-end e-learning modules using Adobe Creative Suite Software
- Redesigned existing training and web branding materials with interactive and animated elements to increase audience engagement and content retention by 50%

ADP - Web Content QA Specialist

Seattle, WA

01/2017 - 12/2020

- Digital content quality assurance for car dealership web modules and site structure
- Investigated, modified and corrected HTML, CSS and javascript errors on each site
- Developed vector graphics, UI designs, photo-manipulations in Adobe Suite software and scripts to improve existing web designs and modules

Bee Good Marketing Agency - Graphics and Web Designer

Seattle, WA

06/2012 - 01/2013

- Produced vector graphics and UI designs for agency branding in Adobe Illustrator
- Extensive front-end development, responsive interface design, coding, website QA and maintenance, focusing on search engine optimization (SEO)
- Project managed and presented digital inbound marketing project proposals including infographics, interactive games, illustrations, animations and articles

New Beginnings Nutritionals - Web and Print Marketing Designer

Seattle, WA

08/2011 - 05/2015

- Composed brand marketing strategy and assets for web banners, print and email advertisements, promotional campaign materials, and live presentation aides
- Redeveloped existing print order form and catalog process to streamline distribution

University of Kansas eLearning Design Lab - Graphic Designer / Animator

Lawrence, KS

11/2008 - 09/2011

- Developed interactive graphics and animations in Adobe Illustrator and Animate for web-based learning modules to teach math and science concepts to k-12 students
- Trained junior designers in Adobe Creative Suite software for instructional design

EDUCATION

University of Kansas

Bachelor's of Fine Arts Degree in Visual Communications

08/2007 - 07/2011

- Emphasis in Illustration