

VONSHEL DAVIS

VISUAL DESIGNER



info@vonshelthedesigner



vonshelthedesigner.com

Visual designer with more than 4 years of experience expanding company brands and sales funnels by creating engaging, mobile optimized, responsive web and email collateral that compel users to take the call to action. Proven track record of transforming concepts and visions into fully engaging user experiences that increase click-through rates & sales.

SKILLS

UX Design	<div style="width: 80%;"></div>
Visual Design	<div style="width: 75%;"></div>
Email Design	<div style="width: 90%;"></div>
Prototyping	<div style="width: 70%;"></div>
Concept Design	<div style="width: 95%;"></div>

EDUCATION

2017- 2018

MEDIA CERTIFICATE

FULL SAIL UNIVERSITY

2012- 2014

AAS - WEB DESIGN AND DEVELOPMENT

SANFORD-BROWN COLLEGE



WORK EXPERIENCE

DESIGN MENTOR

MAY 2019- PRESENT

THINKFUL

Mentor and train four UX Designers and two Product Designers to ensure they are prepared to work in the industry. Guide students through the program curriculum. Conduct weekly 1-on-1 online video sessions to provide constructive feedback and encourage them to take charge of their success. Review students assignments, provide well-written feedback.

- Received a student praise award for helping a student push boundaries and discover full potential
- Contributed to students getting through 45 assignments

DIGITAL DESIGNER

MAR 2018- PRESENT

EMEALS

Collaborate with Head of Growth Marketing to deliver brand awareness across all marketing communication. Present design concepts and user flows to stakeholders. Provide Hi-Fi mockup, including style guides and prototypes.

- Design new landing pages and establish different user flows to test on the web
- Redesigned homepage and boosted conversion rate 13%
- Work closely with the Development team to provide UI inspection and ensure designs are executed as mockup
- Produce email marketing campaigns for MailChimp and Outbound platforms to promote eMeals subscription services to increase subscription reactivation and generate leads
- Successfully increase email click rate from 4.3% to 15%

CONTRACT WEB / UX DESIGNER JUL 2017- MAR 2018

INTERCONTINENTAL HOTELS GROUP (IHG)

Create web flow style guide and prototypes for all 13 IHG brands including Intercontinental, Holiday Inn, and Crowne Plaza while ensuring companies are adhering to company brand guidelines by auditing live sites using HTML / CSS codes.

- Use wireframes and user stories to produce comp designs using Adobe products for all viewports
- Focus heavily on user experience (UX) to ensure high engagement, click-through, and conversion rates
- Create high-fidelity mock-ups for vetting, user testing, and complete the finished files for development
- Optimizing InterContinental Hotels and Resorts page contributed to more than \$20k in revenue in less than two weeks

VONSHEL DAVIS

VISUAL DESIGNER



info@vonshelthedesigner



vonshelthedesigner.com



CONT'D EXPERIENCE

SENIOR VISUAL DESIGNER

APR 2015- MAR 2017

EASYCARE (APCO)

Received a promotion to senior within three months. Collaborated with multiple teams to take concepts to fruition. Produced 1,900+ email communications that promoted special events and services to more than 2.5M subscribers.

- Supervised, managed workflow, coached, and led the HTML / CSS training and development of 6 designers.
- Led the design & management of the marketing website; worked with sales & production teams on designs.
- Increased monthly mobile app downloads by 1200% through strategic email marketing design.
- Built mobile and responsive sales collateral that increased open rates to 60% (previous open rate was 25%).
- Illustrated custom, hand-coded emails using HTML / CSS for automotive clients based on OEM guidelines.
- Managed a library of email designs and established an easy, collateral retrieval process across the company.
- Beta tested campaigns, provided quality assurance across key service providers, & used Litmus to detect errors.

FREELANCE EMAIL DESIGNER

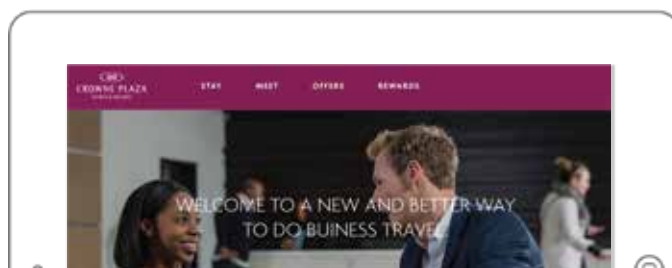
APR 2015 - JUN 2017

BEAZER HOMES

Conceptualized and implemented the digital marketing and email solutions for a national campaign that aligned with the sales goals of key stakeholders and the brand consistency goals of the marketing team. Utilized Adobe Photoshop to design social media ads and company profile headers/banners for Facebook, Twitter, & Pinterest. Evaluated and re-coded the company's existing emails in addition to designing new, responsive email templates and meeting deadlines.



VISIT PORTFOLIO



IHG (Crowne Plaza Hotel)