



## GREGG DAVIS

Professional graphic designer with more than 15 years' experience. Detail-orientated, creative team player with a proven design skill set for print and digital media.

### EDUCATION

**Eastern Connecticut State University (1999-2003)**

Major: Studio Art

Concentration: Graphic Design

*Senior year work-study as an assistant staff designer with the University Relations department.*

### EXPERIENCE

**PROCLAIMED DESIGN + MULTIMEDIA (2020-Present)**

Freelance Graphic Designer

**CONNECTICUT SENATE DEMOCRATS**

**Digital Media Designer (2005-2020)**

- Designed weekly direct mailers, posters, infographics and reports for the caucus. Managed the production schedule and prepress for commercial print projects.
- Customized and maintained the content management system for the caucus website.
- Established caucus social media presence and designed content for social streams.
- Managed SEO, email newsletter campaigns and paid content placement via Google and Facebook.
- Primary caucus photographer, videographer and video editor.

**PIP PRINTING (2004-2005)**

Graphic Designer and Digital Prepress Technician.

**GARLINGHOUSE PUBLISHING (2003-2004)**

Production Artist and Page Layout Designer for print magazine and catalog spreads.

### RELEVANT SKILLS

- Strong visual and verbal communication skills.
- Practice-based understanding of fundamental design principles and typography.
- Well-versed in the full suite of Adobe Creative Cloud multimedia design applications.
- Accustomed to working in dynamic, fast-paced team environments.
- HTML & CSS development for responsive and mobile-friendly website design.
- Content management system customization.
- Email newsletter design and campaign optimization.
- Video production, editing and motion graphics for educational and instructional videos.
- Media-savvy and familiar with the logistics of state government and the legislative process.
- Fully compliant with vaccine mandates and face mask-friendly.