David Knowles

Graphic Design · Illustration · Creative Problem-Solving

CONTACT

Drawbot Design Creative

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SKILLS

- Strategic Brand Identity
- Print & Digital Advertising
- Digital Marketing Campaigns
- Slide Presentation Design
- Project Management
- Social Media Management
- Front End Web Design
- UX/UI Design
- Prototyping & Wireframing
- Market Research
- Conceptual Illustration
- Storyboarding
- Motion Graphics & Animation
- 3D Rendering

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe AfterEffects
- Adobe Premiere Pro
- Adobe Animate
- Canva
- Figma
- Sketch
- Blender

EDUCATION

University of Kansas -

Lawrence, KS
Bachelor's of Fine Arts,
Visual Communications
Aug 2007 - Sep 2011

PROFESSIONAL EXPERIENCE

TuSimple Inc - *San Diego, CA*
Senior Graphic Designer   Nov 2021 - May 2024 (2.5 years)

- Constructed a comprehensive brand strategy and design process to meet weekly B2B marketing objectives, increasing public awareness and traffic
- Developed detailed brand guidelines, style guide, and brand asset toolkit as design documentation and self-service resources for cross-functional teams
- Leveraged agency support to direct various marketing initiatives, such as large-scale branded print designs for tech conferences, and motion graphics for branded video productions using Adobe After Effects

VMG Studios - *Bellevue, WA*
Graphic Designer   Mar 2021 - Sep 2021 (6 months)

- Conceptualized, pitched, and executed design solutions for technology clients using Adobe Creative Suite software, enhancing client satisfaction and retention
- Created auxiliary branded assets such as color and typography style guides, web layouts, wireframes, storyboards, motion graphics, and 3D models using tools like Adobe Illustrator and AfterEffects, which improved brand consistency
- Led the audit and enhancement of VMG Studios' visual identity and brand guidelines, resulting in a revitalized brand image attracting new clients and increasing market presence.

Amazon Web Services - *Seattle, WA*
Lead Graphic Designer II   Jan 2017 - Dec 2020 (4 years)

- Led the cross-team creation of AWS Training and Certification sub-branding design system and continuously evolved brand style guides for product marketing, culminating in the launch of a proprietary learning platform
- Interfaced with stakeholders to fulfill weekly design requests from global teams, delivering diverse assets including logos, templates, wireframes, event collateral, e-book, social media content, infographics, and motion graphics
- Produced over 2,000 branded icons, illustrations, and other creative assets, enhancing brand recognition and consistency across marketing materials
- Researched and executed large-scale thematic event design collateral for annual global conferences, boosting user engagement by over 250%

CenturyLink - *Seattle, WA*
Multimedia Courseware Designer   May 2015 - Oct 2015 (6 months)

- Created vector graphics, interactive elements, animation, and quizzes to build end-to-end e-learning modules using Adobe Creative Suite Software

New Beginnings Nutritional Supplements - *Lenexa, KS*
Web and Print Marketing Designer   Aug 2011 - May 2015 (4 years)

- Created web and print advertising campaign materials, enhancing brand visibility
- Rebranded the company logo and brand ecosystem, including product label designs and event merchandise, resulting in 2.5x audience engagement

University of Kansas Design Lab - *Lawrence, KS*
Graphic Designer and Animator   Aug 2007 - Sep 2011 (3 years)

- Built interactive vector animations for web-based learning modules to teach math and science concepts to K-12 students, enhancing student engagement