David Knowles

graphic design • illustration • creative problem-solving

CONTACT

Drawbot Design Creative

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EDUCATION

Visual Communications, BFA
Emphasis in Illustration
University of Kansas
08 / 2007 - 07 / 2011

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe AfterEffects
- Adobe Premier Pro
- Adobe Animate
- Figma
- Canva
- Sketch
- Blender
- Cinema 4D

SKILLS

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

PROFESSIONAL EXPERIENCE

Senior Graphic Designer, TuSimple Inc

[Remote] San Diego, CA   11/2021 - 05/2024 (2.5 years)

- Constructed a comprehensive brand marketing strategy and evolved an efficient design process to meet weekly marketing objectives
- Developed detailed brand guidelines, style guide, and brand asset toolkit as self-service design documentation and resources to cross-functional teams
- Leveraged agency support to direct various marketing initiatives, such as tech conferences, branded video productions, and social media campaigns
- Facilitated company-wide branding exercises using audience insights to innovate marketing strategies and pivot the company's core direction

Graphic Designer, VMG Studios

Bellevue, WA   03/2021 - 09/2021 (6 months)

- Conceptualized and implemented design solutions for technology clients
- Created auxiliary branded assets such as motion graphics, e-mail templates, storyboards, 3D models, concept art, and instructional design content
- Led the audit and evolution of VMG Studios' visual identity and brand guidelines, involving collaborative discussions with a team of designers

Graphic Designer II, Amazon Web Services

Seattle, WA   01/2017 - 12/2020 (4 years)

- Led creation of corporate sub-branding design system and evolved style guides for marketing collaborations, culminating in two successful rebrandings
- Designed 1,000+ branded icons and illustration assets for web and print materials
- 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
- Maintained internal self-service branding repositories, doubling brand consistency across all public cross-functional marketing channels
- Researched and executed large-scale thematic event design collateral for annual global conferences, boosting user engagement by over 250%

Multimedia Courseware Developer, CenturyLink

Seattle, WA   05/2015 - 10/2015 (6 months)

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

Marketing Designer, New Beginnings Nutritional Supplements

Lenexa, KS   08/2011 - 05/2015 (4 years)

- Composed assets for catalogs, web and print advertising campaign materials

Graphic Designer / Animator, University of Kansas Design Lab

Lawrence, KS   08/2007 - 07/2011 (3 years)

- Built interactive vector graphics and animations for web-based learning modules to teach math and science concepts to K-12 students