

DAVIS JONAH MARTIN

Davis Design

GRAPHIC DESIGNER

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647-637-8353 | contactme@davisdesigns.online

SKILLS

- Creative Cloud
- Photography
- Team Leader
- Printing
- Figma
- AI Experience

EDUCATION

Diploma, Advertising & Graphic Design

Humber College | September 2021 -

- Elevated my understanding of graphic design's potential, fostered creativity
- Developed multiple unique brands with distinctive identities
- Directed collaborative photoshoots
- Art directed long-term projects
- Revamped ad campaigns with innovative concepts in detailed case studies

EXPERIENCE

Graphic Designer, Photo Editor

Freelance | January 2013 - March 2020

- Proficient work in the Adobe Suite, expertise in Photoshop, Illustrator & InDesign
- Mastered photo editing in Adobe Lightroom
- Fostered effective communication skills
- Executed projects through open communication and collaboration

PROJECTS

Vector Meal Replacement Campaign

June 2022

- Discovered the brand's true USP
- Designed, photographed and edited a multi-channel ad series

ZAZA THC

August 2022

- Created a branding-focused beverage for the Canadian cannabis market
- Oversaw the workflow of the project
- Designed mockups, dielines

Sephora EDI Campaign

December 2022

- Did extensive research on Sephora's brand, conceptualized our approach
- Modeled, edited, and wrote copy for a campaign portraying men in makeup

Quack Mindful Journaling

February 2023

- Built a unique brand identity, mascot that appealed to Gen Z ideals
- Utilized artificial intelligence throughout the creative process to develop big ideas efficiently