



BOB DAVIS

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bbdavisdesign.com

EDUCATION

Indiana University,
Fort Wayne campus
Associate's degree
in commercial art,
awarded May 1998

TECHNICAL PROFICIENCIES

Software: Macintosh
and Windows platforms.
Adobe Creative Suite;
Quark Express; Corel Draw;
Neon Wizard; Onyx Postershop.

Hardware: ViMotion CNC
table router; Raster Graphics
5441 large-format printers;
STM and Astek transfer presses;
Xerox Docutech 135,
Xerox Docucolor 40.

Element Three, Carmel, Indiana

Full-service Marketing Consultancy

Senior Production Designer (September 2015–February 2022): Joined Element Three to be the primary Production Designer on the Newmar account and to assist with other clients as demand required. Primary duties included: layout and prepping of various media for ad placement, layout of 12-13 hi-end brochures, managing photo library, color matching to decor packages, color matching to exterior profile paint schemes, Photoshopping interior photography to match decor packages and photo manipulation as needed, creating 90+ floor plan schematics of all motor coaches based on supplied CAD files, and design/production of materials for trade shows. Those materials varied from invites, to floor graphics, in-coach graphics and large format-graphics. Was also involved in production of the Newmar Difference magazine. I was also given the opportunity to do some minor illustration within that magazine. Production duties also involved coordination with multiple print vendors, trade show vendors and production houses. Was also tasked with press checks and overseeing print production from plants throughout the Midwest to Long Island, N.Y. Other duties included assisting with yearly Newmar website updates (primarily content loading), other client website updates, static display ads, social media ads, email headers, blogs, newsletters, presentations and various other collateral as needed.

Publicis Groupe, Indianapolis, Indiana

Full-service Global Advertising and Marketing Agency

Senior Electronic Production Artist (May 2014–September 2015): Helped run the TriHealth Production Studio. Duties included layout of monthly and quarterly newsletters, internal collateral, external patient/consumer collateral, and internal presentation materials. I was also able to expand my skill set by working on other clients in a design capacity. Those opportunities included logo design for TriHealth, helping concept a television spot for Hancock Regional Health, vehicle wraps for TriHealth, and being an integral part of TriHealth's All-Star Game campaign.

Senior Electronic Production Artist/Art Director/Illustrator (December 2009–October 2013): Evolved into the brand steward for client Simon Property Group. Managed online Simon Media House and wrote specs for individual malls to customize collateral uploaded to the media house. Managed the Simon side of our collateral warehouse. Worked closely with account staff to solve problems and facilitate work flow. Took over the Simon Kidgits platform program as art director and illustrator, developing new characters and associated collateral. Assisted where needed, whether it was business development, creative input, logo design or working on any and all other clients.

Electronic Production Artist (January 2006–December 2009): Worked closely with art directors and account staff to transform their ideas and compositions into multiple types of layouts, from print ads to POS displays to integrated campaigns. My background allowed the creative staff to tap into my knowledge of digital and large format printing and production techniques.

Sign Craft Industries, Indianapolis, Indiana

Architectural sign company that produces multiple types of interior and exterior signage for a diverse client base, including Marsh Supermarkets and Indianapolis Motor Speedway.

Graphic designer (January 2004–December 2005): Designed signs and produced digital renderings for client approval. Also responsible for preparing production files and assisting the sales staff to ensure customer satisfaction. Other duties included integrating the Macintosh platform into Windows environment, creating an archive system, and heading up the CNC/graphics department.

Infinite Graphics, Indianapolis, Indiana

Large-format printing company that produced billboards, truck sides, vehicle wraps and banners.

Pre-press technician (January 2002–January 2004): Responsible for the first step in production process, troubleshooting files, color correcting, and occasionally re-creating files. Other duties included working with customers on billboard designs and proofs.

Freelance

Nogginwerks (March 2014–May 2014): Primarily spearheaded the production work for Simon Property Group's ICSC collateral. I was given the responsibility of developing brochures and pitch books for two hundred individual properties.

Caldwell VanRiper (February 2014–March 2014): Did production work for Allison Transmission as they were transitioning to CVR from Quinlan.

Nogginwerks (October 2013–January 2014): Continued production work for Simon Property Group, primarily for their 2014 Christmas campaign.