





KRIS DAVENPORT

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 linkedin.com/in/
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AWARDS

- *Insight: 5-time Marketing operational excellence award winner*
- *Five-star rating for design and customer satisfaction for online design business*

SKILLS

- Adobe Creative Suite
- Powerpoint and Keynote
- XHTML and CSS
- Proficient in Spanish, Sign Language and some Danish

PROFILE

GRAPHIC DESIGNER FOR PRINT AND WEB

Highly creative and multi-talented visual designer with extensive experience in branding, graphics, presentation design and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication skills. Ability to generate new business and expand the presence with existing clients through the creation of high-quality designs that are targeted and cost-effective. Experience working with Front End Development, UX (User Experience) and UI (User Interface) developers to collaborate on web best practices.

- Quickly connect strategies to execution.
- Streamline production times.
- Inspire interest through captivating communication.

PROFESSIONAL EXPERIENCE

LIFE FITNESS – *Fitness equipment company that specializes in the production and distribution of equipment such as stationary bikes and treadmills.*

Graphic Designer 3/2015 – Present

Visual designer for consumer brands Life Fitness, Cybex, Hammer Strength, Brunswick Billiards and InMovement, including email marketing, web graphics, sell sheets, presentations, brochures.

- Developed profitable email campaign graphics that delivered a 15% sales increase in two days

KRIS DAVENPORT DESIGN – *Graphic design contract work for clients including small start-up companies and larger clients such as Ulta Beauty, PC Connection, Ziff Davis Media and Scholastic.*

Graphic Designer 10/2000 – Present

Design and tailor creative solutions to clients' needs for projects such as brand identities, logos, brochures, invitations, magazines, ads, presentations, programs, business cards and banners.

- Increased profit by more than 1000% in online design business in two years with more than 400 orders and 27,000 website views.
- Successfully launched an 80-page video game magazine that was distributed nationwide.

INSIGHT, INC. – *Global Fortune 500 leading technology provider of hardware, software and services focused on business and government clients achieving new efficiencies and realizing cost savings.*


Creative Designer 4/2008 – 1/2015

Conceptualized and executed effective B2B marketing strategies to local, national and global audiences to position Insight's exclusive attributes. Improved operational performance and productivity by 22% in one year by developing efficiency tactics such as building templates, creating style guides and using InDesign shortcuts.


- Saved 90% in production costs at an annual corporate event with a \$260K budget through the creation of alternative design options
- Core contributor to winning a \$5 billion government contract by designing a compelling proposal, presentation and information packets
- Established reliability and commitment as a result of retaining a 99% rate of on-time design completion in a fast-paced environment of 900+ projects annually.



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Senior Graphic Designer 4/2003 – 4/2008

Promoted to team leader to motivate teammates through clear direction and positive reinforcement.

- Reduced printing errors and maximized creative team performance by mentoring designers, developing a detailed check process and thoroughly proofreading teammates' designs.
- Cut length of production timelines by 20% through an implementation of a schedule and a coordinated workload distribution within the print team.

Graphic Designer 12/2000 – 4/2003

Designed collateral including catalogs, annual reports, ads, direct mailers and billboards for events.

- Slashed outsourcing printing costs by 85% by handling event poster production in-house.
- Initialized new sales with existing and potential clients through the design of more than 20 targeted and customized direct mailers with 300K+ distribution.

ACCENTURE — *World's largest independent technology services provider solving complex business solutions for Fortune 500 clients.*

Web Developer (contract) 11/2000

- Front-end development for a 4,500-page web migration by updating HTML code to XML.
- Eliminated errors and improved quality assurance by coaching employees unfamiliar with new technology and editing their coding.

EDUCATION AND DEVELOPMENT

University of Minnesota, Minneapolis, MN

- Bachelor of Arts degree in Art
- Graduated Cum Laude
- Member of Phi Theta Kappa Honor Society

- **Lynda.com Web Courses**, 2016 – *Typography, presentation design skills, Photoshop retouching*
- **HOW Design Conference**, Boston, MA 2014 – *Five-day conference of presentations from design industry masters, exploring trends and technology.*
- **Adobe Photoshop and InDesign Training on Lynda.com**, 2014 – *More than 60 hours training*
- **HOW Design Conference**, Chicago, IL, 2012
- **Advanced PowerPoint Certificate**, 2012 – *Webucator.com*
- **Web Development Course**, 2011 – *3 credit hour course of XHTML and CSS at Harper College*