

## KRIS DAVENPORT

krisdavenportdesign@gmail.com • krisdavenport.com • 630.215.5067

### PROFILE

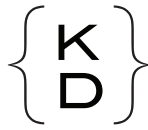
---

- Highly creative visual designer with extensive experience in branding, graphics, presentation design and print design.
- Exceptional collaborative and interpersonal skills and 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

---

- |                   |  |  |
|-------------------|--|--|
| 03/2017 – Present | <b>Graphic Designer</b><br>Life Fitness<br><i>Rosemont, IL</i>         | <p>Design compelling B2C and B2B marketing assets, including website graphics, social and email graphics, infographics, presentation design, brochure design, catalog design, tradeshow booth graphics, web and print ads, flyer design, package design and logo design.</p> <ul style="list-style-type: none"><li>• Delivered 1,316% ROI on sales promotion which yielded \$2.1M revenue.</li><li>• Increased annual revenue 6% YoY compared to 8 previous years of flat growth after creating new branding.</li></ul>  |
| 10/2000 – Present | <b>Designer</b><br>Kris Davenport Design<br><i>Hoffman Estates, IL</i> | <p>Design and tailor creative solutions to clients' needs for projects such as posters, logos, brochures, invitations, magazines, ads, presentations, programs, business cards and banners.</p> <ul style="list-style-type: none"><li>• Increased profit by more than 1000% in online design business in two years with more than 400 orders and 27,000 website views.</li><li>• Successfully launched an 80-page video game magazine that was distributed nationwide.</li></ul>   |
| 03/2015 – 03/2017 | <b>Graphic Designer</b><br>InMovement<br><i>Rosemont, IL</i>           | <p>Dedicated visual designer for a start-up company's digital and print materials, including email marketing, infographics, web graphics, image retouching, presentations, brochures, and tradeshows.</p> <ul style="list-style-type: none"><li>• Exceeded revenue goals by 75% in second year, launching a completely new brand and product category.</li><li>• Increased conversions by 48% and increased brand familiarity by 52% within the first six months through the development of a campaign including web ads, landing page and television commercial.</li></ul>  |
| 04/2008 – 01/2015 | <b>Creative Designer</b><br>Insight<br><i>Addison, IL</i>              | <p>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.</p> <ul style="list-style-type: none"><li>• Saved 90% in production costs at an annual corporate event with a \$260K budget through the creation of alternative design options.</li><li>• Core contributor to winning a \$5 billion government contract by designing a compelling proposal, presentation and information packets.</li><li>• 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.</li></ul> |



## KRIS DAVENPORT

krisdavenportdesign@gmail.com • krisdavenport.com • 630.215.5067

### EXPERIENCE (CONT.)

---

- |                      |  |  |
|----------------------|--|--|
| 04/2003 –<br>04/2008 | <b>Senior Graphic Designer</b><br>Insight<br>Tempe, AZ | Promoted to team leader to motivate teammates through clear direction and positive reinforcement. <ul style="list-style-type: none"><li>• Reduced printing errors and maximized creative team performance by mentoring designers, developing a detailed check process and thoroughly proofreading teammates' designs.</li><li>• Cut length of production timelines by 20% through an implementation of a schedule and a coordinated workload distribution within the print team.</li></ul> |
| 12/2000 –<br>04/2003 | <b>Graphic Designer</b><br>Comark<br>Bloomington, IL   | Designed collateral including catalogs, annual reports, ads, direct mailers, sell sheets and billboards for events. <ul style="list-style-type: none"><li>• Slashed outsourcing printing costs by 85% by handling event poster production in-house.</li><li>• Initialized new sales with existing and potential clients through the design of more than 20 targeted and customized direct mailers with 300K+ distribution.</li></ul>   |

### SKILLS AND AWARDS

---

- 5-time Marketing Excellence award winner at Insight
- Five-star rating for design and customer satisfaction for online design business
- Proficient in Spanish, Sign Language and some Danish

### EDUCATION AND TRAINING

---

#### **Bachelor of Arts degree in Art**, University of Minnesota, *Minneapolis, MN*

- Graduated Cum Laude
- Member of Phi Theta Kappa Honor Society
- **Adobe MAX Design Conference**, *Los Angeles, CA*, 2018 – Four-day conference of Adobe Creative Suite software demos, inspirational speeches and industry and software trends.
- **Lynda.com Web Courses**, 2016 – More than 60 hours training on 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.
- **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.