



## KRIS DAVENPORT

krisdavenportdesign@gmail.com · krisdavenport.com · 630.215.5067

### PROFILE

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- Highly creative visual designer with extensive experience in branding, graphics, presentation design and print and digital design.
- Exceptional collaborative and interpersonal skills and dynamic team player and manager with well-developed written and verbal communication skills.

### EXPERIENCE

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| Aug 2019 – Present  | <b>Senior Graphic Designer</b><br>Brunswick<br>Mettawa, IL      | <p>In addition to managing a production artist, I develop concepts for campaigns, evolve branding, art direct photoshoots, create logos and design digital graphics and catalogs for boat brands including Lund, Lowe, Thunder Jet, emerging boat brands and some projects for Brunswick corporate, Sea Ray, Bayliner, Crestliner and others.</p> <ul style="list-style-type: none"><li>• Designed debut 2020 Consumer Electronic Show (CES) tradeshow booth signage in which Brunswick won “Best in CES” award from <i>Exhibitor Magazine</i>.</li></ul>  |
| Oct 2000 – Present  | <b>Designer</b><br>Kris Davenport Design<br>Hoffman Estates, IL | <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>   |
| Mar 2017 – Aug 2019 | <b>Graphic Designer</b><br>Life Fitness<br>Rosemont, IL         | <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. Art direct and coordinate photoshoots and videoshoots, including model selection, catering, wardrobe and location selection.</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 for Brunswick Billiards.</li></ul> |
| Mar 2015 – Mar 2017 | <b>Graphic Designer</b><br>InMovement<br>Rosemont, IL           | <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>  |



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### EXPERIENCE (CONT.)

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Apr 2008 – **Creative Designer**  
Jan 2015 Insight  
Addison, IL

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.
- Reduced printing errors and maximized creative team performance by mentoring designers, developing a detailed check process and thoroughly proofreading teammates' designs.

### SKILLS AND AWARDS

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- Q1 2022 Marketing award winner at Brunswick
- "Best in CES" award from Exhibitor Magazine in 2020
- 5-time Marketing Excellence award winner at Insight
- Five-star rating for design and customer satisfaction for online design business
- Adobe Creative Suite, Microsoft Office, Workfront, Wrike, Mac OS
- Proficient in Spanish, Sign Language and some Danish

### EDUCATION AND TRAINING

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

- Graduated Cum Laude
- Member of Phi Theta Kappa Honor Society
- **HOW Design Conference**, *Chicago, IL*, 2019 – Four-day conference of presentations from design industry masters, exploring trends and technology.
- **Udemy Web Courses**, 2019-2020 – More than 80 hours training on typography, presentation design skills, Photoshop retouching and Adobe Creative Suite.
- **Adobe MAX Design Conference**, *Los Angeles, CA*, 2018 – Four-day conference of Adobe Creative Suite software demos, inspirational speeches and industry and software trends.