

YANNI DAVROS

BRAND & DIGITAL DESIGN DIRECTOR | CREATIVE / BRAND LEADERSHIP

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POSITIONING

Brand and digital design director with 12+ years leading positioning, identity systems, web experiences, campaigns, motion, and product-marketing creative for B2B technology companies. Brings senior creative judgment, hands-on craft, and cross-functional leadership from ambiguous business problem through launch, accelerated by AI-assisted workflows.

CORE EXPERTISE

DIRECTION: Brand strategy · Positioning · Creative direction · Executive storytelling | **SYSTEMS:** Identity systems · Design systems · Web experiences · Motion | **LEADERSHIP:** Team direction · Stakeholder alignment · Client leadership · Launches

EXPERIENCE

Made Studios | Design Director

Mar 2026–Jul 2026

- Led brand, web, motion, and product-marketing engagements for venture-backed AI and technology teams, shaping work from strategic framing and concept direction through production and launch.
- Translated emerging categories, including AI collaboration and agentic commerce, into clear positioning, executive storytelling, and cohesive launch systems for work spanning Wind Stream and Visa.

Davros Design | Independent Brand & Digital Design Director

2024–Present | Select engagements

- Partner with founders and marketing leaders on positioning, identity, websites, campaigns, motion, and sales enablement across AI, SaaS, logistics technology, fintech, and adjacent B2B categories.
- Repositioned Caspian around duty refunds, created a bold identity and website for DockLevel, and made Revenue Vessel's customs-data platform easier to understand and sell; additional clients include Aktos, Nash, Silq, Orum, and Loft Orbital.

Rokt Catalog (formerly Canal) | Senior Brand Designer

Aug 2022–Aug 2024

- Established the company's first scalable brand system and redesigned and built its marketing website, creating a consistent foundation across growth, sales, content, and product-marketing touchpoints.
- Led brand expression across campaigns, launch assets, presentations, motion, and editorial work, translating a complex commerce platform into clear, distinctive storytelling.

Flexport | Senior Designer / Designer (promoted 2022)

Jun 2019–Aug 2022

- Helped evolve a global logistics-technology brand across web, campaigns, product marketing, content, events, presentations, and internal communications during a period of rapid company growth.
- Created reusable visual systems, including a custom icon library, and produced high-visibility digital, print, motion, and **launch work in close partnership with marketing, product, and communications teams.**

Earlier Experience | Design & Creative Production

2014–2019

Designnerds - Designer | Wargaming America - Production Artist | Jinx - Licensed Merchandise Artist | Great Lakes Publishing - Graphic Designer

EDUCATION & CREDENTIALS

Savannah College of Art and Design | B.F.A., Sequential Art, Cum Laude

The Webflow Way Certification | Webflow, 2025

TOOLS

Figma · Adobe Creative Cloud · After Effects · Webflow · Framer · Lottie · AI-assisted research, concepting, prototyping, and production