KATHRYN DAVIS

Contact

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408.613.9331

Skills

Software:

Adobe CC
WordPress
Google Analytics
Webflow
invision
Figma
Cinema 4D

Programing:

HTML
CSS
Javascript
jQuery
Word Processor
p5.js

Design Thinking & Methodology:

Brand Management
Content Marketing
Strategic Planning
Data Aggregation
Ideate
User Testing
Marketing Analysis
Prototyping
User Centered Design
Sketching

Education

2016 - 2019
Academy of Art University
San Francisco, CA
Bachelor of Arts:
Web Design & New Media

Overview

Multidisciplinary designer with experience across branding, digital marketing, web, UX/UI, social media, and video.

Experience

January 2025 - Present
Freelance Multidisciplinary Designer

- Developed brand identities, including logos, visual systems, and style guides
- Designed responsive websites aligned with established brand guidelines
- Led projects from initial concept to design, development, testing, and launch
- Conducted user testing to improve usability and user experience
- Collaborated with clients to translate business goals and creative briefs into effective visual solutions
- Managed project timelines, client feedback, revisions, and final deliverables

October 2024 - Present
Social Media Manager, Triton Tattoo Santa Cruz

- Develop brand and creative strategies across Instagram, TikTok, and Threads
- Increased organic follower growth by 150% in under six months
- Create branded short-form content and marketing assets
- Collaborate with artists to align creative work with business and brand goals

January 2022 - February 2025
Digital Content Manager, Stanford Center on Philanthropy & Civil Society

- Managed branded digital content across 200+ web pages
- Developed and executed digital marketing campaigns
- Collaborated with design and IT teams on UX/UI improvements
- Conducted competitive research to strengthen content and marketing strategy

January 2020 - January 2022
Lead Designer, Stanford Effective Philanthropy Learning Initiative (EPLI)

- Led the redesign and rebrand of the EPLI website
- Managed projects from concept through design, testing, production, and launch
- Designed an online learning experience using wireframes, prototypes, user testing, and brand design
- Created marketing graphics and developed launch strategy
- Provided creative direction for a nine-video series, including storyboarding, scripts, and production management

Achievements

Awards

January 2021
2nd Place for the Badgeth Design Competition

May 2013
Kristen Saeger Memorial Scholarship of the Arts

Commissions

June 2017-December 2017
Mural for Trader Joe's

Publications

December 2015
Illustrated *Kimmy's Dream Hair* by Matt Beasley