

Treva Davis

2418 Hemingway Ln, Roswell, GA 30075 ■ tddesignstudio.com ■ treva@tddesignstudio.com ■ 404.641.2729

■ ■ ■ ■ ■ QUALIFICATIONS SUMMARY ■ ■ ■ ■ ■

A highly capable and seasoned **Web Designer** possessing over 15 years of professional experience in Print and Web Design offering expertise in the creative process, detailed planning and overall implementation of Corporate Branding, Marketing Collateral, B2C, B2B and eCommerce sites from initial to completion. In-depth knowledge of software like Adobe Photoshop, Illustrator, ImageReady, InDesign, QuarkXpress, Microsoft Office Suites on Windows and Apple operating systems. Proficient in HTML, CSS, PHP and SQL and the deployment and maintenance of PHP-driven databases. Extensive knowledge of SEO, cross-browser compatibilities and web standards. Experienced in analyzing and reporting web performance. Self-starter with a detail-oriented, result-driven approach to achieving goals. Motivated by opportunities that enhance technical knowledge and career growth. Adept in utilizing creativity, research and self-education to efficiently conclude projects. Diverse in organization development and knowledge transfer to build productive team members. Exceptional computer and administrative skills. Able to manage several projects concurrently under tight deadlines.

■ ■ ■ ■ ■ TECHNICAL SKILLS ■ ■ ■ ■ ■

- Adobe Fireworks/ ImageReady
- Adobe Dreamweaver
- Adobe Photoshop/GIMP
- Adobe Illustrator/Freehand
- QuarkXpress/Pagemaker/InDesign
- Microsoft Office 2000-2010
- OS: Mac 6/7, Windows 95-Windows 7
- HTML/CSS
- PHP/phpMyAdmin
- SQL
- Web Browsers/FTP
- Cross-browser compatibilities
- Mercury Quality Center/Test Director
- Infor XA CRM/CSM/COM/IFM

■ ■ ■ ■ ■ EXPERIENCE ■ ■ ■ ■ ■

Elections Tech/Webmaster (part-time) *2010 - present*

Cobb County Board of Elections and Registration, Marietta, GA

- Successfully converted the original site, cobbelections.org, ASP code to PHP
- Provide content maintenance and web development; hand-coded HTML, CSS, PHP, SQL; created and maintained phpMyAdmin *databases*; and designed web graphics using Adobe Photoshop and Illustrator

HTML/CSS Instructor (part-time) *2007*

Marietta Community School, Marietta, GA

- Created course agendas and assignments conveying the basic properties and attributes of HTML(Hypertext Markup Language) and CSS (Cascade Style Sheet).
- Conveyed HTML and CSS course materials to adult students using novice methods

Website Administrator (volunteer) *2004 - Present*

Zion Baptist Church, Marietta, GA

- Favorably redesigned the overall look and feel of zionbaptistchurchmarietta.org
- Proactively implemented and supervised the production of graphics, Javascript, HTML and CSS
- Increased zionbaptistchurchmarietta.org web traffic by 10% annually
- Taught several church members in HTML, CSS and website design properties and attributes; and provided hands-on training in Wiggio.com a free communication tool
- Provide SEO using meta data and search engine submittals and web-based performance reports
- Established a top 10 listing on Google, Yahoo, DogPile and Bing using the key words 'church Marietta GA'

Freelance Creative Designer *2004 - Present*

TD Design Studio, Marietta, GA

- With the collaboration of clients', satisfactorily designed and developed their desired web presence defining the overall look, navigation, meta-data, and web hosting
- Conceptualized and produced camera/print ready artwork for clients' marketing collateral (e.g. newsletters, brochures, postcards, door hangers, stationary, logos, etc.)

Quality Assurance Analyst *2004 - Present*

Infor Global Solutions, Alpharetta, GA

- Assured compliance with software requirements by analyzing designs, writing comprehensive test plans, attending meetings, inspections, and other quality activities throughout the development cycle

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■ ■ ■ ■ ■ EXPERIENCE continued... ■ ■ ■ ■ ■

Senior Graphic Designer

2000 - 2004

MAPICS, Inc, Alpharetta, GA

- Designed graphics and web pages using tools such as Photoshop, Illustrator, Flash, Dreamweaver, Microsoft Office, Microsoft Explorer, Windows 2000/XP
- Transformed graphic designs into functional and efficient web pages implementing HTML and Javascript
- Collaborated with the project leader and/or manager to help develop schedules
- Performed detailed analysis of assigned tasks and updates all appropriate documents (including designs and standards documents) in a timely manner
- Effectively communicated with development, quality assurance, information development and the user interface teams to ensure the accuracy of their materials, keeping them informed of all relevant changes

Graphic Designer (temp)

1999 - 2000

Esource Staffing, Lawrenceville, GA

- Creatively produced web graphics for Click2Learn, a company specializing in web and computer based training solutions

Internet Creative Developer/Project Coordinator

1999

Corvus Digital Solutions, Louisville, KY

- Supervised and coordinated website project schedules
- Conceptualized and designed the overall look and feel of clients' websites
- Planned and implemented clients' website architecture

Web Creative Administrator

1996 - 1999

U.S. Cavalry, Radcliff, KY

- Project manager and Creative Designer for the ecommerce websites, uscav.com and cavpro.com
- Collaborated with web developers and ISP technicians on the continuously changing developmental aspects of these sites
- Created the conceptual and architectural graphics for these websites
- Generated over \$1 million in revenue for the website, uscav.com
- Increased monthly visitors to uscav.com by 150% through SEO, directory, user groups and other free site postings (averaged 120,000 users per month)
- Created uscav.com banner ads that generated an average 3% click through rate
- Supervised and trained 1- 5 associates in HTML conversion, database management, order entry management, e-mail advertising, URL promotion and graphic design concepts
- Designed magazine and newspaper ads, office signs and forms, corporate identity logos, clipart, direct mailers, etc

Desktop Publisher

1993 - 1996

Production Press/Production Xpress Metropolis, IL

- Designed one- to four-color newsletters, business cards, flyers, brochures, posters, business forms, budget presentations, etc using PageMaker, QuarkXpress, Photoshop, Illustrator, Pro Imager 8000, Linotronic 330, Laserwriter Select 360, and Rainbow Proofer to produce camera-ready art
- Conducted troubleshooting and networking solutions for two Power Macs and a Mac IIsi
- Used darkroom camera and film processor to develop positive and negative film
- A general office duties: filing, invoicing and customer service

■ ■ ■ ■ ■ PROFESSIONAL AFFILIATIONS ■ ■ ■ ■ ■

National Association of Professional Women

2011

■ ■ ■ ■ ■ EDUCATION ■ ■ ■ ■ ■

Western Kentucky University, Bowling Green, KY, *Bachelor of Arts Degree*