

Clayton C. Davis

Art Director, Graphic Designer, Illustrator

Contact

940.391.4098

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Education

B.A. Fine Arts/Minor-Marketing, University of North Texas

Skills

- Adobe Illustrator, Photoshop, InDesign, AfterEffects
- Krita
- Wacom Intuos tablet
- Hand illustration
- HTML, CSS

Work History

SENIOR GRAPHIC DESIGNER - University of North Texas, Sept. 2016 - Oct. 2019

- Conceptualized and designed materials used to promote enrollment and university-sponsored events and programs
- Collaborated with President's office, colleges, outside departments and in-house marketing/advertising departments
- Art directed and managed student design teams from design through preflight workflows.
- Carried out preflight processes, on and offsite press checks
- Photoshoot art direction

Materials created in solo or in team environments:

Print advertising, billboards, illustration, logo design, brochures and direct mail, event collateral, animation, motion graphics, video, publication layout, website graphics, pitch decks and presentations

ART DIRECTOR/ILLUSTRATOR - Plan 9 Design, 2001 to present

Worked with clients to increase brand awareness and sales through the creation of compelling visual marketing and advertising materials.

- Conceptualization and Design
- Art directed and managed freelance design teams
- Carried out preflight processes, on and offsite press checks
- Photoshoot art direction and photography

Materials created in solo or in team environments:

Brochures and direct mail, print advertising, illustration, infographics, logo/brand design, packaging, tradeshow/event collateral and signage, web advertising, web design, email marketing

Notable Clients

Federal Home Loan Bank of Dallas, LSG SkyChefs, Episcopal School of Dallas, Dallas Museum of Art

Awards and Milestones

- UNT saw increased enrollment in 2017 and 2018. Our dept. created several award winning designs
- Increased member banks' participation in Federal Home Loan Bank's exclusive loan and security offerings.
- Unique identity and branding programs helped launch three separate restaurant ventures into success.
- Bronze CASE Award for Federal Home Loan Bank of Dallas' 20-year anniversary book
- Bronze CASE Award for UNT eagle illustration

^a Communicator Award for UNT athletics ad

- Office of the UNT President's staff declared the 2019 Wingspan Gala invitation the best event invitation they had ever seen.