

BOB DAVIS

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I am a designer who has been doing visual communications since 1998. I started with Xerox Business Services and then moved on to pre-press at two large-format printing companies. I then designed and produced architectural signage with a local Indianapolis sign company followed by multiple creative roles with three advertising agencies. My experience includes print production, traditional advertising, trade show design/production, brand stewardship, production design, vendor management, digital and social media. I'm a detail-oriented, self-motivated individual recognized for integrity, dependability and a strong work ethic.



NOGGINWERKS, INDIANAPOLIS, INDIANA

Creative Advertising Agency

Production Artist/Designer (February 2023–Present):

As the in-house Production Artist/Designer I've been involved in many different projects that have allowed me to stretch my creative muscles more than any other position I've held. Most of my work has been for Simon Corporate. The work has involved a wide range of problem solving—everything from production, page layout, design, timeline animation, presentations, large format, image touch-up/compositing, and minor illustration.

ELEMENT THREE, CARMEL, INDIANA

Full-service Marketing Consultancy

Senior Production Designer (September 2015–February 2022):

Lead Production Designer on the Newmar luxury motorhome account. In addition to prepping digital and print ads, I designed trade show materials and handled the annual production of a dozen high-end brochures. As part of that process, I managed the online photo library, matching colors to decor packages and exterior paint schemes, editing photographs, and creating 90+ floor plan schematics based on supplied CAD files. I also handled on-site press checks, overseeing print production.

We produced an annual magazine for Newmar that was a chance to showcase the team's chops and have fun with the client. I was tasked with production design for The Newmar Difference magazine, including some illustrations. Duties involved coordination with multiple print vendors, trade show vendors and production houses.

Other duties included assisting with yearly website updates, static display ads, social media ads, email headers, blogs, newsletters, presentations and various other collateral.

PUBLICIS GROUPE, INDIANAPOLIS, INDIANA

Full-service Global Advertising and Marketing Agency

Senior Electronic Production Artist (May 2014–September 2015):

Helped run the TriHealth Production Studio. Duties included layout of newsletter, internal collateral, external patient/consumer collateral, and internal presentation materials. I was also able to expand my skill set by working with other clients in a design capacity. Those opportunities included logo design for TriHealth, helping conceptualize a television spot for Hancock Regional Health, vehicle wraps for TriHealth, and being an integral part of TriHealth's All-Star Game campaign.

TECHNICAL PROFICIENCIES

Software: Macintosh and Windows platforms.

Adobe Creative Suite | Quark Express
Corel Draw | Neon Wizard
Onyx Postershop | Google Slides
Powerpoint | Dropbox
Click-Up | Slack | Trello
Hubspot | Mavenlink

Hardware: ViMotion CNC
Table Router | Raster Graphics 5441
Large-Format Printers | STM and Astek
Transfer Presses | Xerox Docutech 135
Xerox Docucolor 40.

EDUCATION

Indiana University | Fort Wayne Campus
Associate's Degree | Commercial Art
Awarded May 1998



Senior Electronic Production Artist/Art Director/Illustrator (December 2009–October 2013):

Brand steward for client Simon Property Group. Managed online Simon Media House and wrote specs for individual malls to customize media house collateral. Managed the Simon side of the agency's collateral warehouse. Worked closely with account staff to solve problems and facilitate work flow. Took over the Simon Kidgits platform program as art director and illustrator, developing new characters and associated collateral. Assisted where needed, whether it was business development, creative input, or logo design.

Electronic Production Artist (January 2006–December 2009):

Worked closely with art directors and account staff to transform their ideas and compositions into multiple types of layouts, from print ads to POS displays to integrated campaigns. My background allowed the creative staff to tap into my knowledge of digital and large-format printing and production techniques.

FREELANCE

Nogginwerks (March 2014–May 2014):

Primarily spearheaded the production work for Simon Property Group's ICSC collateral. I was given the responsibility of developing brochures and pitch books for two hundred individual properties.

Caldwell VanRiper (February 2014–March 2014):

Did production work for Allison Transmission as they were transitioning to CVR from Quinlan.

Nogginwerks (October 2013–January 2014):

Continued production work for Simon Property Group, primarily for their 2014 Christmas campaign.

PRO BONO

Hamilton County Leadership Academy

HAND Inc.

Storytelling Arts of Indiana