

Sheila Davenport

GRAPHIC DESIGNER | BRAND ADVOCATE

Oakland, CA | (510) 205 - 1779 | Sheila.DaveShe@gmail.com | [LinkedIn](#) | [Portfolio - DaveShe.com](#)

PROFILE SUMMARY

Dedicated and client-centric Graphic Designer and Multimedia Consultant with 15+ years of proven exceptionalism. Background working in investment finance and retail for multi-billion-dollar brands. Strong ability to advocate for a client's vision and hone a creative feel through visual storytelling, typography, color theory, and design principles. Seeking a new challenge to leverage masterful communication and drive revolutionary work.

SKILLS

PROFESSIONAL SKILLS Graphic Design | Presentation Design | Art Direction | Creative Direction | Visual Storytelling
Global Project Management | Responsive Web Design | Multimedia | Print Design
User Interface Design (UI) | Client Services | Customer Relationship Management (CRM)
Color Theory | Layout Design | Typography | Image Editing | Team Leadership & Coaching

TECHNICAL SKILLS Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, Premiere, Dreamweaver)
HTML5 | CSS | JavaScript | PDF Accessibility | Microsoft Suite (Word, Excel, PowerPoint)

WORK EXPERIENCE

GRAPHIC DESIGNER 02/2008 – 08/2023

Franklin Templeton Investments | San Francisco, CA 01/2004 – 08/2023

15+ years of impact and promotion within *Franklin Templeton Investments*, a \$250+ billion-dollar global investment management organization and platform. Responsible for optimizing the visual design strategy for measurable results.

- Upholds high brand standards with on-time delivery for regional collateral and assets, including video content, online banners, imagery, advertisements, print ads, presentations, email marketing content, and more.
- Synchronized efforts for global teams spanning Mexico, Hong Kong, Singapore, the UK, and the US by developing email templates, brochures, flyers, print, digital ads, presentations, etc., for a 40% increase in design efficiency and a 35% increase in project turnaround for multidisciplinary teams regarding future design iterations.
- Transformed basic content into visually appealing graphics, brochures, flyers, PowerPoint presentations, and videos for global marketing campaigns, driving a 20% increase in website traffic and client engagement.
- Revitalized global marketing strategy through a rebranding overhaul, driving a 25% surge in web and social media traffic with a 30% growth in brand recognition.
- Ensured ADA-compliant content and WCAG-approved web materials to avoid violation fines exceeding \$150K. This led to a 25% increase in potential sales and staying 100% compliant within the project scope.

MULTIMEDIA DESIGNER 01/2004 – 02/2008

- Orchestrated the design leadership on assets, including static graphics, interactive PDFs, animations, video, and web banners, tailored and optimized for different platforms in print and social media.
- Modernized the approach for the 75+-year-old brand while aligning the design guidelines with established styles for recognition and consistency.

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WEB INTEGRATOR | UI DESIGNER

08/2000 – 10/2023

Barclays Global Investors | San Francisco, CA

01/1999 – 10/2023

Promoted once and ensured seamless digital experiences and curated visual storytelling output for *Barclays Global Investors*, a mutual-fund provider and exchange leader that developed a digital investment product called 'iShares'.

- Designed dynamically generated content for internal websites within the business group for key stakeholders.
- Built and maintained web pages for a website with global reach while overseeing the production project budget.
- Served as the point-of-contact for clients to define project requirements, UI strategy, prototype execution, mock-ups, and storyboards.
- Trained and supervised newly hired Web Integrators and UI Designers to guide on existing protocols.
- Empowered cross-functional teams and synergized team efforts with aggressive deadlines in a high-output firm.

SENIOR PRESENTATION DESIGNER

01/1999 – 08/2000

- Designed complex print projects for internal clients requiring high-level design capabilities as a self-starter.
- Supported the production of special presentations for large-scale events such as global conferences, seminars, retreats, and firm-wide meetings.

EDUCATION

Bachelor of Science, Information Systems Management

University of San Francisco | San Francisco, CA

Graduate: Graphic Design

Academy of Art University | San Francisco, CA

Internship: Graphic Design

Kaiser Permanente | San Francisco, CA

Progressed to full-time Communications Specialist and honed craft for 5 years

PORTFOLIO

DaveShe.com
