

Yael Davis

Graphic Design | Illustration | Motion

www.yaeldavisdesign.com

yaelgraphics@gmail.com

[linkedin.com/in/yaeldavis/](https://www.linkedin.com/in/yaeldavis/)

054-2099885



Work Experience

2019 - 2023: Zoecial Media Senior Graphic Designer

Working with account managers while overseeing in-house and freelance designers, upholding brand continuity and ensuring the realization of clients' design visions within tight deadlines

Building and defining the company's project management, file naming, and design briefing processes from the ground up

Leading the redesign and revival of the social presence for the global leader in medical and aesthetic lasers and light-based technology, which resulted in a net audience growth of 61,262 within a year and a half across three different channels, far exceeding the customer's expectations

Creating the guidelines and defining the design language for the launch of a new Youtube Shorts channel for an S&P 500 client, garnering thousands of views in just six months

2017- 2019: Clarion Project Graphic Designer

Producing marketing materials, digital illustrations, infographics with original vector art, and creating whiteboard animations to accompany articles and youtube videos

Working closely with marketing, editorial and fundraising to meet departmental demands

2010 - 2017: Freelance Graphic Design and Illustration

Designing web banners, branding, pitch decks and print/digital materials for various clients (startups, small businesses, non-profits and more)

2011- 2012: The Jewish Agency for Israel Graphic Designer

Designing marketing materials for multiple departments simultaneously in Hebrew and English

Skills & Software

Proficient in: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Powerpoint, Google Slides, Microsoft Office Suite

Experience with: Adobe After Effects, Figma, Midjourney, Canva

Skills: Graphic Design, Marketing Design, Social Media Design, Emails, Landing Pages, Banners, Gifs, LinkedIn Carousels, Photo Editing and Compositing, Print Marketing Materials, Event Materials, Motion Design, Video Editing, Illustration, Page Layout, Drag & Drop Web Design, Vector art, Branding, and Copy Editing

Education

Associates Degree (Graphic Design)

Fashion Institute of Technology,
New York, NY
Magna Cum Laude
2008-2010

Bachelor's Degree (Communications)

Stern College, New York, NY
Magna Cum Laude
2004-2008

Additional Studies:

After Effects Kickstart, School of Motion

Israel Animation College 2D
(Classic Animation)

Character Design with Stephen Silver,
Schoolism

Advanced Character Design with
Stephen Silver, Schoolism

Digital Painting with Bobby Chiu, Schoolism