

## About

**Accomplished NYC-area graphic design leader with expertise in digital, print, and motion design. I help clients tell their unique stories visually with clean, elevated, effective creatives.**

## Experience

### **Revere Bicycles** Art Director October 2023 – Present

Based in Howell, NJ, Revere sells bikes and accessories in shops and on Amazon

- Design engaging, effective, banded creatives for the company's Amazon presence, including the Brand Store, main image and Premium A+ content
- Produce custom marketing videos, including filming, editing and motion graphic design
- Built the company's brand and design system; maintain all brand and style guidelines

### **Submersive Media** Web & Brand Designer June 2023 – Present

Submersive is a digital marketing & creative development agency in New York

- Design brand guidelines, style guides and web sites for Submersive clients
- Lead client design calls, represent the design team on pitch calls with prospective clients
- Collaborate with project managers and web developers, lead developer Figma handoff

### **Doug Davala Design LLC** Owner & Creative Director March 2023 – Present

Doug Davala Design provides branding, web, and digital design to small businesses

- Collaborate with clients to create and build out unique, memorable brands
- Design brand guidelines and systems, logos, websites, digital assets, and more
- Create custom digital marketing and branding video assets

### **JioSaavn** Graphic Design Roles March 2008 – March 2023

#### **Lead Graphic Designer & Creative Director** July 2015 – March 2023

#### **Senior Graphic Designer & Print Designer** March 2008 – June 2015

JioSaavn is an NYC-founded and India-based streaming music platform

- Designed best-in-class print and digital creatives, print media, motion graphics and videos, social media assets, environmental advertising, logos, merchandise, and more
- Optimized processes, increased efficiency, and ensured creative quality
- Led a high-performing team of three senior designers

## Skills

- Design Leadership
- Brand Design
- Marketing Design
- Creative Direction
- Digital Design
- Web Design
- Print and Layout
- Motion Graphics
- Video Editing
- Social Media
- Out-of-Home
- Event Branding
- Presentation Design
- Design Systems
- Logo Design
- Merchandise
- Team Building

## Platforms

- Figma
- Adobe CC
- Photoshop
- InDesign
- After Effects
- Illustrator
- WordPress
- Wix
- Shopify
- PowerPoint
- Keynote

## Education

University of Virginia  
Bachelor of Arts