

DARCI B. DAVIS

SR. DESIGNER & BRAND STRATEGIST

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PROFILE

Senior brand designer and strategist with **15+ years** leading enterprise rebrands and design systems, including work for Comcast NBCUniversal and Google Cloud. Turns complex, multi-stakeholder initiatives into scalable brand identities, from executive presentations to consumer-facing campaigns, and integrates AI-assisted workflows to move faster from concept to production.

EDUCATION

Savannah College of Art & Design

BFA, Graphic Design & Visual Communications

CORE EXPERTISE

Creative Strategy & Leadership: Creative Strategy, Art Direction, Stakeholder Management, Cross-Functional Collaboration, Team Mentorship, Project Management

Brand & Design Systems: Brand Identity & Governance, Design Systems, Typography, Style Guides

Digital, Content & Experience: UX/UI, Responsive Web Design, Motion Graphics, Experiential Design, Social Media, SEO/AEO, Accessibility (WCAG), Generative AI & AI-Assisted Workflows

Tools & Platforms: Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Premiere Pro), Figma, WordPress, HubSpot, PowerPoint, Keynote, Google Slides, HTML/CSS

WORK EXPERIENCE

DARCI DAVIS DESIGN

Sr. Graphic Designer & Brand Consultant (Freelance) | Los Angeles | 03/2026 - Present

- Lead brand strategy, messaging, and visual identity for a \$25M IT firm ahead of acquisition by a major tech company
- Direct brand refresh and go-to-market assets for Frazier & Deeter, including templates and brand guidelines
- Deliver design production for a four-client roster, including an annual report for a top cloud-based dental software provider

COMCAST NBCUNIVERSAL

Sr. Graphic Designer: Marketing, Insights & Client Experience | Los Angeles | 06/2024 - 03/2026

- Led creative direction for two enterprise-wide rebrands spanning 11 business units and 100+ stakeholders
- Established brand identity for Comcast's Xumo acquisition (10M+ MAUs), including logo, style guide, and rollout toolkit
- Partnered with Universal Pictures, FX, Hulu, and Peacock on integrated campaigns reaching 1M+ impressions

Sr. Graphic Designer: Enterprise Brand Marketing | Seattle | 03/2022 - 06/2024

- Built executive presentations and brand communications for C-suite and external stakeholders
- Crafted web strategy across UX, accessibility (WCAG), SEO, and Answer Engine Optimization (AEO)
- Produced motion and social content generating 500K+ impressions

Graphic Designer: Pacific Region | Seattle | 10/2018 - 03/2022

- Evolved regional branding into company-wide design systems, reaching 2,500+ employees through company-wide training
- Managed brand alignment, project timelines, and client partnerships across 24 markets and 100+ accounts

GOOGLE

Graphic Designer: Google Cloud (Contract) | Seattle | 11/2017 - 10/2018

- Designed marketing, environmental, and digital experiences for Google Cloud Next 2018
- Translated complex cloud technology into engaging visual communications for Salesforce, Oracle, Cisco, BuzzFeed, and Reddit

BELLEVUE LIFESPRING

Sr. Graphic Designer & Event Lead | Seattle | 02/2013 - 11/2017

- Directed marketing strategy, budgets, and year-round campaign systems, managing one direct report and 250+ volunteers
- Produced four annual fundraising events for 4,000+ attendees, supporting \$1M+ in annual revenue

SUSAN G. KOMEN

Graphic Designer & Event Producer | Aspen | 01/2011 - 01/2013

- Led event design and creative production with 500+ volunteers; spearheaded the organization's first green-certified event