Darci
McMackin-Davis

Los Angeles, CA

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206-390-7663

Education

Savannah College of Art & Design
BFA: Visual Communications

Skills

Design & Creative Tools
- Illustrator, InDesign, Photoshop, Acrobat Pro, Canva

Motion & Multimedia
- After Effects, Premiere Pro, Midjourney, Firefly

Presentation & Marketing
- PowerPoint, Keynote, Slides, HubSpot, Splash

Web & UX
- Figma, Adobe XD, WordPress, RWD, Dreamweaver, HTML/CSS, SEO & AEO, Social Strategy, Data Visualization

Brand & Visual Systems
- Typography, Iconography, Layout, Color Theory, Illustration, Cross-Platform Storytelling

Project Management
- Wrike, Asana, Monday, Basecamp

References

Due to privacy considerations, references will only be provided upon request.

About

Strategic, senior designer with **15+ years of experience** turning chaos into clarity through scalable visual systems, storytelling, and pixel-perfect execution. As a collaborative partner and brand champion, I help teams align strategy and deliver work that moves ideas forward.

Experience

Comcast Advertising | New York, Los Angeles, Seattle | 2018-2026

Sr. Graphic Designer: Marketing, Insights & Client Experience
- Led creative execution of two major company rebrands.
- Steered brand and communications strategy for Comcast's acquisition of Xumo: 10M+ MAUs, aligning brand positioning to support the launch of Peacock.
- Partnered with Universal Studios, FX, Hulu, Peacock, and Xumo on key initiatives.

Sr. Graphic Designer: Enterprise Brand Marketing
- Shaped executive brand narratives and presentations for senior leadership.
- Collaborated on design, UX, SEO, and AEO strategy across all web platforms.
- Produced motion and social content in alignment with campaign strategy.

Graphic Designer: Enterprise Brand Marketing
- Established brand-consistent templates adopted by cross-functional teams.
- Created and delivered company-wide trainings on brand evolution and strategy.

Graphic Designer: Pacific Region
- Ensured brand alignment across regional and corporate campaigns.
- Directed project planning, timelines, and collaborative client interactions.

Google (Contract) | Seattle | 2018

Graphic Designer: Google Cloud
- Developed high-impact creative for NEXT 2018 in a fast-paced environment.
- Translated complex technology concepts into clear, compelling visuals.
- Worked with clients including Salesforce, Oracle, Cisco, BuzzFeed, and Reddit.

Bellevue LifeSpring | Seattle | 2013-2017

Sr. Events & Graphic Designer
- Managed marketing budgets and led year-round campaign strategy.
- Conceptualized and produced four major fundraising events: Over 4,000 attendees and exceeding $1M in revenue each year.

Events & Graphic Designer
- Delivered mission-driven campaigns on lean budgets.
- Oversaw branding, website design, and delegation of team and volunteers.

Aspen Branch Studio | Aspen | 2010-2013

Events & Graphic Designer
- Partnered with Bravo TV on the launch of SkinnyGirl White Cosmo.
- Produced event creative for Food & Wine, ESPN, Winter X Games, and more.

Susan G. Komen (Contract) | Aspen | 2012

Events & Graphic Designer
- Orchestrated event design, logistics, and volunteer coordination.
- Spearheaded first green-certified event, ensuring local permit compliance.