

DARCI

MCMACKIN-DAVIS

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EDUCATION

Savannah College of Art & Design

Bachelor of Fine Arts (BFA)

Graphic Design & Visual Communications

CREATIVE EXPERTISE

Creative Direction & Brand Systems

- Art Direction, Creative Strategy, Brand Identity, Brand Systems, Brand Governance, Visual Storytelling, Executive Communications

Digital Experience & Technology

- UX Design, Responsive Web Design, SEO, AEO, Digital Experiences, Social Media, HTML/CSS

AI-Driven Creative Innovation

- Generative AI, AI-Assisted Creative Development, Prompt Engineering, Adobe Firefly, Midjourney, ChatGPT, AI Workflows

Design & Creative Software

- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Figma, WordPress, Canva, Keynote, PowerPoint, Slides

Creative Operations & Management

- Stakeholder Management, Cross-Functional Collaboration, Team Mentorship, Project Management, Wrike, Asana, Monday, Basecamp

ABOUT ME

Senior designer and creative strategist with **15+ years of experience** leading brand initiatives, shaping visual systems, and delivering impactful creative across digital, marketing, and enterprise environments. Skilled at aligning teams, simplifying complex ideas, and bringing strategic visions to life. Passionate about building brands that are both visually compelling and strategically effective.

WORK EXPERIENCE

COMCAST NBCUNIVERSAL • Seattle, New York, Los Angeles • 2018-2026

Sr. Graphic Designer — Marketing, Insights & Client Experience

- Led creative execution for two enterprise-wide rebrands.
- Directed brand strategy for Comcast's acquisition of Xumo (10M+ MAUs).
- Partnered with Universal Pictures, FX, Hulu, and Peacock on integrated campaigns.

Sr. Graphic Designer — Enterprise Brand Marketing

- Developed presentations and brand communications for executive leadership.
- Shaped web strategy across design, UX, SEO, AEO, and content optimization.
- Created motion graphics and social content for enterprise campaigns.

Graphic Designer — Enterprise Brand Marketing

- Developed scalable brand systems adopted across cross-functional teams.
- Facilitated company-wide training on brand standards and best practices.

Graphic Designer — Pacific Region

- Managed brand alignment across regional and corporate campaigns.
- Coordinated project planning, timelines, and client partnerships.

GOOGLE • Seattle • 2017-2018

Graphic Designer — Google Cloud

- Designed marketing, environmental, and digital assets for Google Cloud Next 2018.
- Translated complex cloud technologies into engaging visual communications.
- Supported enterprise marketing for Salesforce, Oracle, Cisco, BuzzFeed, and Reddit.

BELLEVUE LIFESPRIING • Seattle • 2013-2017

Sr. Events & Graphic Designer

- Directed marketing strategy, budgets, and year-round campaigns.
- Produced four annual fundraising events with 4,000+ attendees.
- Generated \$1M+ in annual fundraising revenue.

Events & Graphic Designer

- Delivered mission-driven campaigns on lean budgets.
- Managed branding, website design, one direct report, and 250+ volunteers.

SUSAN G. KOMEN • Aspen • 2011-2013

Events & Graphic Designer

- Coordinated event design, logistics, and 500+ volunteers.
- Spearheaded the organization's first green-certified fundraising event.
- Ensured local permit compliance and sustainable event practices.