



WARREN DAVIS III DESIGNER

GRAPHICAL & TECHNICAL
PRODUCT DESIGN

MULTIMEDIA ADVERTISING
CAMPAIGN SOLUTIONS

714.206.4105

DAVIS@WD3DESIGNS.COM
SAN DIEGO, CA

AWARDS

STARCH AD RESEARCH
Most Effective Ad - Apr. 2014

OC AD FEDERATION
2 Student Gold - Apr. 2011

OC AD FEDERATION
2 Student Bronze - Apr. 2010

OC AD FEDERATION
6 Awards in Print Design - For PRSI

EXPERIENCE

SCOTTY CAMERON & TITLEIST - SR. DESIGNER AUG. 2016 - PRESENT

- Concepting and creating the most collectible and luxurious golf products in the industry
- Working with the team to manage brand perception and brand promise through designs
- Constantly pushing the boundaries in embroidery, wovens, and all other types of embellishing
- Effectively communicating with Scotty to properly bring his ideas to life

THOR MOTOCROSS - DESIGNER DEC. 2011 - AUG. 2016

- Design and develop some of the most technically advanced racewear products in the industry
- Collaborate with cross functional teams to complete complex projects with the highest standard of quality
- Proactive assessing of Thor's current market footprint to better the position of the brand
- Crafted a cohesive brand messaging that helped redefine Thor's core values
- Utilize current industry trends to strategically communicate our message with the consumer
- Took ownership of the look and feel of large scale print projects

CLIENTS SERVICED: THOR MX, Z1R Helmets, Slippery Wetsuits, Parts Unlimited

DGWB ADVERTISING - ART DIRECTOR DEC. 2009 - DEC. 2011

- Managed small production and account teams to produce campaigns on time
- Created campaigns that were on strategy and have been proven successful
- Conceptualized creative projects from beginning pencil sketches to full completion
- Directed photo shoots that required working closely with photographers to achieve a unique look
- Rendered comps for preliminary presentations of design concepts to our clients
- Collaborated with all creative teams in their conceptual process

CLIENTS SERVICED: Wienerschnitzel, Dole Bananas, GE's camera line (GIC), Hilton Garden Inn hotels, California Avocado Commission, Kentucky Fried Chicken, CHOC Children's hospital, Jacuzzi brand spas, Thermador, St. Joseph's Hospital

MEDL MOBILE - GRAPHIC DESIGNER MAY 2009 - DEC. 2009

- Researched App technology in its infancy to innovate advanced user interfaces
- Utilized industry specific forums to launch and build buzz around MEDL's Apps
- Content production for social media sites for MEDL Mobile and the iPhone Apps we produced
- Designed iStore icons and in-App graphics

PRSI MARKETING - JR. DESIGNER JULY 2008 - MAY 2009

- Assisted creative teams with their conceptual process
- Organized file structure to create a more efficient workflow
- Rendered comps for preliminary presentations of design concepts to our clients
- Communicated on a graphical level for any of our clients needs

EDUCATION

ART INSTITUTE OF CA - ORANGE COUNTY
BACHELORS OF SCIENCE IN ADVERTISING
July 2007 - Sept. 2010

PROGRAMS

Illustrator CC, Photoshop CC, Indesign CC, Muse CC,
After Effects CC, Premiere Pro, Final Cut, Keynote,
Word, Powerpoint, Excel