



PATRICK DAVIDSON

Portfolio: goodmorningpatrick.com

Orlando, Florida • 321-230-0529

patrick@goodmorningpatrick.com

Skill Set

Photoshop Illustrator InDesign
AfterEffects Premiere WordPress
XD MailChimp Shopify Magento
Unbounce Drupal WooCommerce
Klaviyo Flexitive ConstantContact
AdRoll ActiveCampaign GoDataFeed
Mural Miro Spatial.io Metaverse
SharePoint Experience Manager

Education

University of Central Florida

B.A., Liberal Studies

Minor: Digital Media

Valencia College

A.S., Film Production Technology

Affiliations

American Institute of Graphic Arts

American Advertising Federation

Ad2 - Orlando

Experience

ART DIRECTOR - CREATIVE SERVICES

Ernst & Young, LLP

September 2021 - Present | Orlando, Florida

>> Conceptualize and execute sophisticated solutions to align with business objectives while offering elevated client experiences; Lead creative ideation sessions inspiring new design perspectives; Drive development of comprehensive briefs, storyboards and layouts to effectively communicate design ideas; Collaborate and consult with internal client and creative teams to analyze, develop, lead and execute assigned projects within budget and timelines; Partner with cross-disciplinary teams to drive innovation and creativity in developing strategies across various media channels and platform capabilities; Proactively foster exceptional client relationships to build trust and collaboration that leads to the co-development of new opportunities; Provide creative or business insight to leadership that improves business models and client experiences

CREATIVE DIRECTOR/FOUNDER

agencyTHE, LLC

April 2012 - August 2021 | Orlando, Florida

>> Responsible for overall strategy, creative direction, branding, and campaign consistency for 50+ regional, national, and international brands; Created strategic plans, budget-oriented project schedules and timelines; Interpreted data analytics to update, monitor, and increase ROI; Managed multidisciplinary teams to implement marketing campaigns across traditional and digital media channels

CREATIVE DIRECTOR/FOUNDER

Nitesol, Inc.

April 2005 - April 2012 | Orlando, Florida

>> Managed operations of custom large format print and signage studio; Responsible for overall strategy, creative direction, branding, production, logistics, and installation of large format prints and signage for 200+ regional, national, and international clients; Oversaw budgeting and vendor selection; Specialized in ergonomic design, human factoring and experiential branding for professional sports teams, major theme parks, charity organizations and events

LEAD DESIGNER/PRODUCTION MANAGER

Express Signs & Graphics of Orlando

June 2003 - April 2005 | Orlando, Florida

>> Managed conceptualization, design, production, and installation of large-format prints and signage; Maintained client communication, production schedules, vendor relationships, routine maintenance on production equipment and ordered all production materials/supplies