



# PATRICK DAVIDSON

**Portfolio:** [goodmorningpatrick.com](http://goodmorningpatrick.com)

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## Skill Set

Figma XD Firefly Photoshop  
Illustrator InDesign AfterEffects  
Premiere WordPress MailChimp  
Shopify Magento Unbounce Drupal  
Klaviyo WooCommerce Flexitive  
Mural Miro AdRoll ActiveCampaign  
GoDataFeed 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

## Notable Clients

Amazon Coca-Cola Discount Tire  
eBay Floor & Decor Guitar Center  
Herman Miller HomeGoods HSN  
JC Penney Lowes Marshalls  
Microsoft Newegg NAPA NBA  
NBC/Universal Pepsi QVC Remax  
Rooms To Go Sam's Club TJX  
Verizon Virgin Whole Foods

## Experience

### DIGITAL ART DIRECTOR - GOLDMIND CREATIVE Synchrony

July 2023 - Present | Orlando, Florida

>> Create campaigns and visual solutions across digital, social, video channels, and print/experiential mediums; Develop concepts and designs aligned with the strategic business goals of each client project; Conceptualize and design deliverables according to brand guidelines pertaining to each client; Create and implement advertising and marketing deliverables (business development, corporate communications, brand identity, video and web initiatives)

### ART DIRECTOR - CREATIVE SERVICES Ernst & Young, LLP

September 2021 - July 2023 | 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

### 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