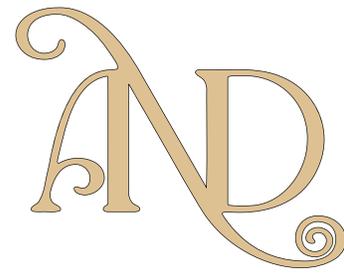


Alisha Davis

Graphic designer specializing in brand systems, data-driven storytelling, and accessible visual communication.



alisha.nichole.davis@gmail.com | AnDavisDesign.com | 704-701-5204

Core Skills

Design

- Graphic design for print and digital applications
- Branding and identity systems (logos, sub-brands, assets)
- UX/UI awareness with basic HTML & CSS
- Typographic hierarchy and brand consistency
- Research-driven creative solutions aligned with client needs
- Strong layout and composition using grids, hierarchy, contrast

Software & Technical

- Adobe: Illustrator, InDesign, Photoshop
- UX/UI: Figma
- Web: Basic HTML, CSS
- Office Tools: Word, PowerPoint, Outlook, Excel

Interpersonal

- Problem Solving
- Analytical Skills
- Critical Thinking
- Inclusion
- Teamwork
- Active Listening
- People Leadership
- Public Speaking
- Adaptability
- Remote Collaboration
- Conflict Resolution

Work History

Freelance Graphic Design

2020-Present

Clients Include:

Sina's Garden Soap Company

- Develop brand and visual identity systems, including logos and sub-brands.
- Design digital marketing and social media graphics aligned with strategy.
- Create product and packaging designs informed by market research.
- Produce digital catalogs, websites, and ad copy to support brand campaigns.
- Support strategic planning through research-driven design solutions.

Ms. Elfred's Catering; Personal Chef Service

- Collaborate with clients to design within project goals and budgets.
- Produced digital menus and designed supporting visual assets.
- Established a full visual identity system and logo design.

Rockingham County Democratic Party.

- Strengthened an existing brand system and refined their logo for flexible use.
- Designed print assets aligned with updated standards.

Store Manager II Sunglass Hut

2009-2023 Charlotte, NC

- Created product knowledge one-pagers to keep sales teams aligned on features, pricing, and messaging
- Designed in-store signage and marketing visuals.
- Created SOPs, training tools, and scalable systems to standardize the customer experience by enhancing team product knowledge.
- Led and mentored a six-person team using feedback, structure, and clear communication with goals, and real-time coaching.
- Designed store experiences based on customer behavior research.
- Used trend and audience data to support brand and marketing decisions.

Education

AAS, Advertising and Graphic Design

Central Piedmont Community College Charlotte, NC
December 2025

Dean's List