

# Michael Davis



Creative professional with over 15 years of industry experience in graphic design, lighting design, project leadership and creative development.

2679 San Miguel Cir  
Thousand Oaks, CA.  
**(805) 559-3949**  
[surfer88@gmail.com](mailto:surfer88@gmail.com)

## WORK HISTORY

### **SunLake Lighting**, Pasadena, CA — *Director of Graphic Design*

April 2020 - PRESENT

SunLake Lighting is a new leader in the direct-to-consumer sales market for interior and exterior LED lighting products. SunLake's mission is to provide environmentally friendly and cost-effective LED lighting solutions to both the general contractor and general public.

As the Director of Graphic Design, I report directly to the Chief Marketing Officer. I am ultimately responsible with driving the overall look and feel of the SunLake Lighting brand across our company website SunLakeLighting.com, our Amazon Marketplace storefront, as well as our online presence on WalMart.com and eBay.com. I am highly experienced in and drive all creative initiatives in the following areas:

- Package design of all products for both color box and large pack carton formats.
- Digital imagery across our entire portfolio of online outlets, including main listing images, A+ content, videos and animations.
- All marketing materials for both digital and print.
- All style guides and company branded materials.
- All communication and coordination with our creative outsource partners on the UpWork platform.
- Utilizing Agile and Sprint methodologies to create realistic and achievable timelines for completion of all creative work.
- Identifying potential issues, roadblocks or bottlenecks in the production process early and finding simple solutions to allow my team to continue working efficiently to meet demanding deadlines
- Utilizing Monday for project management and tracking

## SKILLS

AGi32, AutoCAD, Revit,  
Adobe Photoshop, Illustrator  
and InDesign. Sketchup Pro.  
3D Studio Max. Alias Maya.

Fluent across both MAC and  
Windows environments.

## AWARDS

### **2006 Sports Emmy Award**

Personal statue awarded in the category of "Outstanding Achievement In Content for Non-Traditional Delivery Platforms" for my role as Storyboard Artist on the Animax Entertainment web animated production "Off Mikes" for ESPNRadio.com

## LINKEDIN PROFILE

[www.linkedin.com/in/mdavisart](http://www.linkedin.com/in/mdavisart)

## ONLINE PORTFOLIO

[www.mdavisart.com](http://www.mdavisart.com)

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## WORK HISTORY

### **RL Studio, Chatsworth, CA** — *Designer, Visual Production & Lighting*

March 2014 – March 2020

*Reason for departure: Studio Layoffs due to COVID-19*

Read and count architectural and electrical site plans and provide a list of RFI's when necessary. Create Full lighting design plans and fixture specification. Produce visual concepts and renderings. Create full visual presentation packages with design concept and intent. Produce lighting layouts in various deliverable formats (CAD, AGi32). Provide luminaire schedules and cutsheet packages. Facilitate custom fixture design. Create light level calculations and photometric studies. Create and compile accurate 3D modeled lighting renderings.

### **Disney Online Studios, Burbank, CA** — *Associate Producer*

October 2011 - January 2013

*Reason for departure: Studio Layoffs*

Responsible for the planning, development and deployment of web content for multiple online properties. Working directly with art, design, marketing, engineering and dev teams as well as third-party vendors both local and abroad. Responsible for updating Confluence and Alienbrain CMS databases. Extensive experience in Jira and Bugzilla reporting programs. Experience with the Agile method of project management. Experience with the planning, testing and production of iOS mobile device applications.

### **Disney Online Studios, Burbank, CA** — *Quality Assurance Lead*

September 2006 - October 2011

*Reason for departure: Promotion*

Responsible for the functional testing of the Disney Toontown website and Toontown MMO. Updating the testing schedule as well as being responsible for the authoring of original test plans and updating multiple test databases in Jira. Responsible for reporting directly to the producers/stakeholders involved with a given project and providing daily status reports. Directly managing QA outsourcing, including schedules and budget.

## LINKEDIN PROFILE

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## EDUCATION

**Gnomon School of Visual Effects,**  
Alias Maya 3D Software

**California State University  
Northridge,**  
Bachelors of Art, Art Major