

summary

Versatile and results-driven Senior Graphic Designer with a proven ability to lead high-visibility projects, manage teams, align creative efforts with organizational goals, and deliver compelling visual solutions to complex problems.

experience

Denise Knight Design

» **Freelance Creative Director/Senior Designer**

(February 2016–Present, Ann Arbor, MI)

- › Build and support brands for a range of clients that include: Forbes, University of Michigan: Stamps School of Art and Design, School of Public Health, Rackham Graduate School, and Mani Osteria

Cisco/Cisco Security Marketing/Duo:

» **Senior Designer (Contractor)**

(October 2021–September 2024, Worked remotely from Ann Arbor, MI)

- › Worked with a team of creatives to develop a strategy that unified Cisco's Security brands and products in a complex and cluttered market and built equity for what Cisco is known for beyond networking.
- › Designed marketing materials for the launch of multiple Cisco Security campaigns and products including Secure Access, Security Suites, and Hypershield — a first-of-a-kind security architecture solution designed to defend modern, AI-scale data centers.
- › Collaborated with global events teams to design environments and create experiences to represent Cisco at 15+ international trade shows and conferences.

Starling Center/Core Dementia Care:

» **Creative Director/Project Coordinator/Marketing Strategist (Contractor)**

(September 2018–September 2021, Ann Arbor, MI)

- › Partnered with industry and state leaders to successfully develop, design, launch, and manage the Core Dementia Care continuing education program in 80+ skilled nursing facilities across the State of Michigan.
- › Sourced options for a virtual model that ensured the program could meet grant milestones despite pandemic challenges.

University of Michigan, Office of University Development:

» **Director of Creative Services**

(June 2014–February 2016, Ann Arbor, MI)

- › Grew team from three to seven members to support the demands of the \$4 billion Victors for Michigan campaign.
- › Provided creative direction and strategy for the University of Michigan's first-ever 24-hour day of giving, Giving Bluesday:
 - Developed a tool kit of digital and print materials that created buy-in and facilitated participation from nearly every school, college, and unit, plus 70 student organizations.
 - Event generated approximately \$3.2 million in gifts, 2,000 new student donors, and more than 11 million impressions.

» **Senior Designer**

(September 2013–May 2014)

tools

Advanced technical proficiency:

- » **Adobe Creative Suite**
- » **Flexitive**
- » **Creatopy**
- » **Turtl**
- » **Figma**
- » **Basecamp**
- » **Wrike**

awards

Council for Advancement and Support of Education (CASE) Awards

Grand Gold CASE Award 2016

First Time Donor Appeal
University of Michigan

Gold CASE Award 2016

Faculty/Staff/Retiree Campaign
University of Michigan

Gold CASE Award 2015

Flash Campaign Fundraising
University of Michigan
Giving Bluesday

Gold CASE Award 2015

Best Use of Social Media
University of Michigan
Giving Bluesday

Silver CASE Award 2015

Marketing Toolkit
University of Michigan
Giving Bluesday

University of Michigan President's Staff Innovation Award 2015

Giving Bluesday

education

Associate Degree Graphic Design

Washtenaw Community College,
Ann Arbor, MI

references

Available upon request.