

Cathy Davies

<http://www.cathydavies.com/>
cathy.davies@m4internet.com

I am a graphic designer with nine years of experience in various traditional and interactive media including web sites, email marketing, DVD, print, and typeface design. My strength is collaboration: working with clients to discover the most effective way to convey their core message.

SKILLS:

Graphic design, logo development, interface development, typeface design, programming

SOFTWARE:

Mac OSX, Photoshop, InDesign, Illustrator, Flash, Director, HTML coding, ActionScript and Lingo coding

EMPLOYMENT EXPERIENCE:

j2 Global Communications

<http://www.j2.com/>

Job Title: Senior Designer

Employment dates: 1/2003 to date

Lead designer on new web site development, email marketing, print design. Initiated branding project and wrote "brand basics" guide to help company refine identity and marketing. Developed visual identity (logo, web site, pdfs) for M4 Internet. Built logo bank to help manage brands and aid consistency.

LIVE URL: <http://www.efaxcorporate.com> <http://www.m4internet.com>

Edith Russ Site for Media Art

<http://www.edith-russ-haus.de/>

Job Title: Art Director

Employment dates: 5/2002-8/2002

Created a new site for a small contemporary arts museum in northern Germany. Template for the site needed to accommodate frequent content changes, such as new exhibitions, grant information.

LIVE URL: <http://www.edith-russ-haus.de>

MetaPet

<http://www.metapet.net/>

Job Title: Designer, Flash Animator

Employment dates: 9/01-6/02

Worked with artist Natalie Bookchin under Creative Time (a foundation that funds large scale public artworks) on MetaPet, a virtual pet video game that can be played online. Developed animated character with hundreds of narrative variations, and designed game interface for Shockwave implementation.

LIVE URL: <http://www.metapet.net>

University of Southern California

Job Title: Adjunct Professor of New Media

Employment dates: 9/01-5/02

Taught advanced classes in software (Director, Flash, Photoshop, Web, Internet history, and interactive concepts to Fine Arts undergraduates.

PBS Online and Web Lab

<http://www.pbs.org/> <http://www.weblab.org/>

Job Title: Designer, Producer

Employment dates: 6/99-6/01

Created, developed, designed, and managed NeedCom, a site sponsored by Web Lab's Web Development Fund. NeedCom combines satire and documentary in a marketing research survey of real-life panhandlers. This project was one of four projects awarded funding in 1999 (hundreds applied). Since launching in July 1999, site has received extensive usage, press and several awards, including Netscape Site of the Day.

LIVE URL: <http://www.pbs.com/weblab/needcom/>

Organic Online

<http://www.organic.com>

Job Title: Designer

Employment dates: 11/97-11/98

Lead designer on various client projects, including Nortel (Northern Telecom) and Nike. Managed contract designers on 8000+ page project. Assisted with new business pitches. Designed Organic's internal asset management tool and created spec design for the homepage.

EDUCATION:

- 2001 MFA Photography/Integrated Media, California Institute of the Arts.
1997 BFA Liberal Arts, Hampshire College. (Concentration in Photography and Digital Art)

SELECT BIBLIOGRAPHY:

- 2004 Graphic Agitation 2: Social and Political Graphics in the Digital Age Liz McQuiston, Phaidon Press
Smithsonian Air & Space Magazine (forthcoming)
DeGunking the Mac Joli Ballew (forthcoming)
MacAddict Magazine, July 2004 - free software CD
- 2002 "Dollar Hack" *Select Magazine*
- 2000 "Cash Values: Beggars Can Now Be Choosy" Eric Altermann, *Worth Magazine*
"The Art of Asking for Spare Change" Gayle Forman, *Mademoiselle Magazine*
"Panhandling Site Helps Well-Off Consider Attitudes" Joe Salkowski, *Chicago Tribune* 4/10/00
- 1999 "Panhandling made perfect" Janelle Brown, *Salon Magazine*
URL: <http://www.salon.com/tech/log/1999/12/16/panhandlers/index.html>
"Test Your Generosity at Panhandler Site" Janet Kornblum, *USA Today*
"Elevation on the Internet" Editorial Staff, *Boston Globe*

AWARDS:

- 2004 Apple.com - Most Popular Download, Icons & Screen Savers (April 2004)
- 2002 Rockefeller Foundation New Media Fellowship - nominee
- 1999 Netscape Cool Site of the Day July 22 "NeedCom: Market Research for Panhandlers"
Yahoo Pick of the Day July 20 "NeedCom: Market Research for Panhandlers"
Web Lab (through PBS Online) - Web Development Fund Grant for the development of "NeedCom: Market Research for Panhandlers"
- 1995 New Voices, New Visions Award - finalist for "Compression: A Multimedia Patheticomedy"