

Daveion Patterson

Graphic Designer/Brands & Marketing

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<https://www.behance.net/daveionpatterson>

SKILLS

- | | | |
|----------------------|------------------------|--------------------------|
| • Adobe InDesign | • Photoshop | • Illustrator |
| • Acrobat Pro | • Microsoft Word | • PowerPoint |
| • Excel | • Keynote | • Figma |
| • Canva | • Final Cut Pro | • Procreate |
| • Print Page Layout | • Packaging Design | • Branding/Logo Design |
| • Motion Graphics | • Marketing & Strategy | • Social Media Marketing |
| • Project Management | • Event Branding | • Creative Direction |
| • UX/UI Design | • Content Strategy | • Web Design |

EXPERIENCE

LEAD MARKETING GRAPHIC DESIGNER

August 2021 - Present

Beauty & Company- Memphis, TN

- Designed and executed integrated marketing campaigns (social media, email, print, video) boosted engagement by 30%+, and drove higher in-store and online traffic.
- Redesigned website UX/UI, improving navigation and efficiency by 20%.
- Co-led a 4-member team to execute marketing campaigns and increased subscribers by 20%.

FREELANCE DIGITAL CONTENT SPECIALIST

February 2022 - Present

Threads Shoes & Apparel- Clarksdale, MS

- Produced multi-platform campaigns (TikTok, Instagram, Facebook, Twitter), increased engagement by 30% and strengthened brand visibility.
- Managed digital and print marketing campaigns, boosting user sign-ups by 15% and supporting customer acquisition efforts.

FREELANCE BRAND MARKETING COORDINATOR

August 2022 - Present

No Place Like Home- Memphis, TN

- Liaised with an external PR agency to execute an 8-week rebrand, increasing user reach by 45%.
- Spearheaded UX design and website interface updates for 15+ product variants, increasing online sales by 35%.

EDUCATION

Bachelor of Science in Graphic Design (B.S.)

November 2025

Full Sail University, Winter Park, FL

GPA: 3.6 | Coursework: Branding & Identity, Packaging Design, UX/UI, Web Design, Digital Marketing, Typography.

Associates of General Studies

May 2019

Southwest Tennessee Community College, Memphis, TN

GPA: 3.0 | Coursework: Marketing Principles, Business Communications, Digital Media, Computer Applications.

INTERESTS

Vinyl record collecting, comic illustration, creative cooking, and video editing.