

Davy Coefield

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Work History

Graphic Design Intern - Signify (formerly Philips Lighting)

Bridgewater, NJ Aug 2023 - May 2024

- Revamped digital assets for 16 brands in a cross-functional omnichannel marketing team, elevating brand identity by 5%.
- Overhauled and regularly reviewed 120+ schematic and spec sheets to reflect the latest industry trends and regulations, resulting in a 20% reduction in manufacturing errors and a 10% increase in client satisfaction.
- Worked in a cross functional team for omnichannel marketing team as one of only 3 designers for 16 brands.
- Worked in a team that would oversee all design aspects for North America.
- Collaborative with the social media team boosting social engagement by 11% with high quality media content.
- Created an interactive digital walking tour exploring 17 different locations in NYC leading to 8 other sectors of the company wanting to do the same.

Extern UI/UX Designer - Rutgers

New Brunswick, NJ Aug 2023 - Dec 2023

- Collaborated with the backend team to Develop a new user based system.
- Understanding the needs of users and customers.
- 1 of the only 5 that got picked to continue the project out of 116 individuals.
- Develop and design wireframes, mockups, and infographics using Figma and then assess potential user flow while creating different data models.
- Communicate UX patterns and guidelines that contribute to the brand experience.
- Work with product management and engineering groups to develop new products and features.
- Analyze qualitative data to identify patterns, trends, and opportunities for improving user experiences.

Product Design Intern - Prufe

Remote in Miami, FL Mar 2023 - June 2023

- Researched new business avenues in 8 different markets adding to the companies omni channel marketing plan.
- Explored over 20 AI technologies for creative problem solving, cutting down production time by 30%.
- Designed new UI visuals, infographics, wireframes and social media assets that captured the company's new branding and operation systems.
- Suggested enhancements to product design that would improve user experience.

UI/UX Designer Intern - Redko

Remote in California Jan 2023 - April 2023

- For an investment app, I researched, designed, and produced 5 distinctive user persona with the accumulated data.
- Implemented intuitive and engaging mobile-first user interfaces, leveraging user research, design thinking.
- Monitored emerging UX design trends and practices for useful techniques and cutting-edge developments.
- Brainstormed with my fellow intern and 4 other members of the team to determine enhancements and product features.

Contract Graphic Designer - Savvy Marketing

Princeton NJ Sep 2021 - Nov 2021

- Crafted digital presentations for fortune 500 companies.
- Developed creative design for print materials, brochures, banners, and signs for use in digital and traditional printing methods.
- During my short time I made over 15 original artwork for a range of print, web and video projects.
- Joined during the 3 month long peak season, finishing projects that would take months in a matter of days.

Creative Director - Black Mental Health Matters

Remote in Texas May 2020 - Jan 2023

- Directed and supervised team of 6-15 designers to form websites, visual media campaigns, and mobile apps.
- Created website, brochures, thumbnails, logos, and layout for different international organizations.
- Trained 5 entry level designers while overseeing and proofing their UI/UX, and digital design work.
- Attending an international meeting with over 25 different shareholders about the organization's overall direction.
- Lead of the overall branding guidelines, concepts, and visuals of the organization focusing on DEI Initiatives that rises engagement by 15%.

Education

Rutgers University: [Masters](#) in Product Development 2024 / [Masters](#) in UI/UX Design 2024 / [Bachelors](#) in Graphic Design 2020

Skills

- Autodesk Maya
- Microsoft Word
- Microsoft Powerpoint
- motion graphics
- Digital Photography
- 3D Modeling
- Squarespace
- Webflow
- Illustration
- Figma
- Sketch
- User research
- Self motivation
- Project management
- Communication
- Group collaboration
- Advertisement
- Prototyping
- Usability testing
- Micro-interactions
- Color theory
- HTML5
- CSS
- Adobe creative Suite
- Adobe After Effects
- Adobe XD
- Product analysis
- Technical design
- Conceptual design
- Technical design
- Google sheets
- Outlook
- Google Workspace

Research projects

AI cooking program -Rutgers

NJ, 2024

- Created a functioning Ai program that would source and form food recipes based off of ingredients available.
- Was the project leader of the team of 8 individuals.
- Conduct in depth market research on consumables produced.

RU ready college navigation app-Rutgers

NJ, 2023

- Quantitative research done on the habits of university students who feel disconnected from their college community.
- Was the Design leader in charge of organizing key user interfaces by developing prototypes and visual design.
- Conducted user interviews on the application and applied changes based on said feedback.
- Rapidly iterated on design concepts and branding to form a functional user system.

VR immersion History program -Rutgers

NJ, 2023

- Lead a team of 5 conducted contextual research to understand the habits of consumers.
- Performed hands-on experiments in the VR space to gauge user comfortability in the environment.

Organizations

Web and Interactive Director - AIGA Philadelphia

PA, April 2023-2024

- Lead a team of 5 conducted contextual research to understand the habits of consumers.
- Maintain the chapter's website and oversee engagement and networking.
- Balances creativity and analytics in collaboration with the Communications department.
- Ensure that our website is updated with engaging content.
- Managed daily operations while overseeing multiple locations to foster increased productivity.
- Champion initiatives and events that support UX/UI and related fields.

Summary

Mr. Coefield is a highly energetic designer from New Jersey and is focused on interactive and multimedia design. He is what most people would call a hard worker who spends his free time looking at design trends and developing his skills. He has a deep understanding of technology and how people interact with the digital interfaces around them. To him good design isn't just visual, it's interactive and inclusive as well. He works to ease and simplify the interaction between users and systems. His long term goal is to eventually become an design director and lead in ground breaking innovations.