

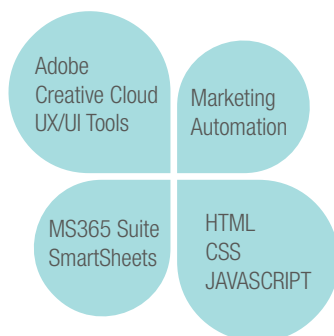


ANA DAVIDSON

CONTACT

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TECHNICAL SKILLS



LANGUAGES

English 

Portuguese 

German 

Spanish 

French 

Italian 

PROFILE

I am passionate about design – graphic, web, fashion, interior! I offer over 28 years of well-rounded experience in various fields of design in diverse cultural backgrounds. I am a self-motivated person who fosters positive, collaborative environments around me. I strive to apply analytical thinking with creative expression to arrive at designs that can transcend barriers and unite ideas through effective communication.

WORK EXPERIENCE

MAIN ACCOMPLISHMENTS DURING MY 18 YEAR TENURE AT BIO-RAD

- Successfully built a total of 17 web portals from the ground up, that form the QCNet product.
- Managed relationships with international selling regions through training and deployment of localized web portals along with adjacent supporting projects. QCNet has grown yearly at a 4% rate with a total of 2.2M visits and 9.2M page views/year, serving a community of over 55K connected laboratories worldwide.
- Successfully engaged in projects across diverse functional groups to achieve meaningful results, always maintaining a professional collaborative spirit and a positive environment. Examples of these groups include UI/UX, Software Engineers, Web Developers, Graphic Artists, Information Technology, Product Managers, Project Managers, Scientists and Regulatory Affairs.
- Managed projects that utilized outside agencies and different vendors, providing creative direction and assisting with testing and deployment.
- Managed the vertical segment of the QSD division on bio-rad.com (content management).
- Managing a team of 3 designers with an average of 600 projects/year completed on time in support of LeadGen initiatives.

Throughout my career in Design I have consistently produced the following materials for a diverse landscape of clients:

- Complete Brand Identities
- Large Web Portals
- Microsites
- Landing Pages
- Intranets
- Email campaigns
- Software Product Interfaces - UI/UX
- Icon Design
- Infographics
- Hand Illustrations
- Trade Show Materials (both live and virtual events)
- Webinars
- Analytics Reporting and KPIs
- Social Media Presence
- Re-targeting, SEO, SEM
- Packaging Design

EMPLOYMENT HISTORY

BIO-RAD LABORATORIES - JAN 2006 / PRESENT - Irvine, CA

MarCom Manager - Jan 2018
Senior Art Director - Jan 2009 / Jan 2018
Web Designer - Jan 2006 / Jan 2009

Started my career at Bio-Rad as a Web Designer with the mission to deploy the new version of the QCNet web portal under the Marketing Informatics group. Two and a half years later, I was promoted to Senior Art Director. My latest promotion was to MarCom Manager where I oversee all digital strategies and online initiatives.



ANA **DAVIDSON**

EDUCATION

BA IN INDUSTRIAL DESIGN
1987 / 1991

Second Major in Visual and Communication Arts at the Pontificia Universidade Catolica of Rio de Janeiro, Brazil (PUC-RJ Catholic University).

PUC-RJ PROTOTYPE LABORATORY
1991 / 1992

Academic Extension Scholarship in the field of Research and Development of alternative industrial materials for the construction of "adaptors" of everyday objects and furniture for the disabled.

INTERESTS



Avid DIYer of home remodels and interior decorating.



Assembler of 1:24 architectural accurate miniature houses.



Supporter of several animal rescue causes & charities.

REFERENCES

Kody Andrew - Outbound Campaign Manager for Clinical Diagnostics at Bio-Rad Laboratories
kody_andrew@bio-rad.com

George Markwick - Global IT Manager at Bio-Rad Laboratories
george_markwick@bio-rad.com

Sue Seamon - Former Marketing Manager for the Quality Systems Division at Bio-Rad Laboratories
ss_seamon@gmail.com

EMPLOYMENT HISTORY *cont.*

● **TOTAL IMAGE PRINTING - FEB 2004 / JAN 2006 - Tustin, CA**

Head of Graphic Design Department

After years of focus in digital deliverables I went back to an environment where I could sharpen my skills in the print design world.

● **FREELANCE DESIGNER - APR 2002 / JAN 2006**

As a result of great client relationships formed in previous ventures, I provided a full range of design services and brand identity for domestic and international clients.

● **FRONTERA CORPORATION (Former Homepage.com) - Los Angeles, CA**

Manager of Design - APR 2001 / APR 2002

Senior User Interface Designer - JAN 2000 / APR 2001

Homepage.com was a heavily funded dotcom venture in Los Angeles that specialized in developing its own CMS Engine. It was a great opportunity to experience fast growth in a highly competitive space. I was hired to lead a group of 10 UI/UX designers and worked closely with in-house engineers, front-end developers, QA testers and Marketing.

● **HYPERTREE CORPORATION- FEB 1997 / AUG 1999 - Irvine, CA**

User Interface Designer & Corporate Image Specialist

This start-up company developed a complex software product to aid the visualization of massive amounts of data in the form of elegant hyperbolic trees.

● **IN PUNCTO DESIGN - 1994 / 1996 - Gross Oefdingen, Germany**

Graphic Designer

While living in Germany I worked at this Advertising Agency whose clients were primarily in the pharmaceutical industry with a focus in the agricultural and veterinary fields.

● **FRAUNHOFER INSTITUT - 1992 - Darmstadt, Germany**

Graphic Designer

After graduating college I had the opportunity to live abroad and landed my first opportunity at this academic space that was a pioneer in the field of 3D-Modelling for the CAD-CAM industry. I worked in projects for tradeshow utilizing then state-of-the-art 3D programs like TDI and Alias Wavefront.