Dom Davis

Brand Design Lead

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Profile

From stage screens to decks, I connect brand, motion and experience to enhance business value. At EZRA I lead a multidisciplinary team translating ideas into events and campaigns that move audiences, from intimate client summits to large-scale experiences with speakers like Simon Sinek, Jacinda Ardern, Anna Wintour, Joanna Lumley and Venus Williams. I care about craft, clarity, and the people behind the work.

Experience

Brand Design Lead, EZRA Coaching — May 2024 – present

- Lead two designers across motion, digital and print (reporting to the Creative Director), creating space for growth, collaboration and craft while connecting their work to wider business objectives.
- Lead the brand and creative for EZRA Hosts, a flagship owned-event series (budgets under £500k) featuring speakers including Simon Sinek, Jacinda Ardern, Stephen Fry, Anna Wintour and Venus Williams. Every event beat its ROI target (tracked by our WebOps team), and the business doubled the number of events the following year.
- Work with marketing and sales so design strengthens brand storytelling and supports commercial goals across every touchpoint.
- Shifted team culture from execution-focused to strategically aware: designers now document their contribution and understand the commercial impact of their work.
- Help shape and maintain EZRA's evolving brand identity so creative work feels both elevated and thoughtful.

Motion & Digital Designer, Freelance, including OANDA — Aug 2023 – May 2024

- OANDA (Aug – Nov 2023): developed brand design for a new subsidiary, aligning it with the parent brand's identity; built landing pages within their design system; produced email templates, paid social banners and storyboards for video and motion ads.

Lead Motion & Digital Designer, Callsign — Aug 2021 – Aug 2023

- Developed storyboards and motion graphics, and produced product demos, interviews and brand films, including colour grading and sound design.
- Created the "Digital Trust" launch film for a major US trade show. It later became the global logo ident for Callsign's video content.
- Built MOGRT templates so the wider design team could produce high-fidelity motion assets in Premiere Pro.

Digital Media Designer, Content and Marketing, Fuse Universal — Jul 2019 – Jul 2021

- Designed web layouts, banners, decks, email templates (built in HTML and CSS) and style guides for web and motion; created motion graphics and animation for clients and sales pitches.
- Designed presentations and social content for the CEO and President's thought leadership, plus event stand graphics, brochures and merchandise.
- Volunteered with the Diversity and Inclusion team.

Earlier experience

Digital Designer, Magellan Homeloans — Dec 2018 – May 2019
Print, email, web, social and presentations; website replatforming and style guide.

Junior Web Designer & Production Assistant, Orlebar Brown — Aug – Nov 2018
Web pages, assets and banners for new-season campaigns.

Junior Designer / Animator, Flock London — Jan – Aug 2018
Designed and coded the studio website; rotoscoping, motion tracking and effects in After Effects.

Freelance Graphic Design & Animation, Various, incl. Mosaic Films (BBC Learning) — Dec 2016 – Dec 2017
Graphic design, animation and Photoshop cut-out work.

Skills

Leadership
Creative direction, team leadership, crit culture, stakeholder buy-in

Brand
Identity systems, event and stage design, presentation design

Motion
After Effects, Premiere Pro, Trapcode Particular, MOGRT templates, colour and sound

Digital & print
Figma, HTML/CSS, InDesign, Photoshop, Illustrator, WordPress

Education

MArch Architecture
University of Greenwich, 2014 – 2016

BA Architecture
University of Greenwich, 2010 – 2013