David Hennes

Rock Hill, SC 29730 | 803-370-6166 | david.hennes@hennesmedia.com | www.linkedin.com/in/davidhennes | www.hennesmedia.com

UX DESIGN | UX RESEARCH | GRAPHIC DESIGN | WEB DESIGN | CONTENT MANAGEMENT

Design Professional with 20+ years of experience delivering visually engaging, accessible, and effective designs in multiple industries, including manufacturing, B2B and consumer technology, and nonprofit. Optimizes the entire design lifecycle, including concept development, user research, cross-functional collaboration, and content management. Demonstrates expertise in ADA compliance and accessible design principles, ensuring inclusivity across digital platforms. Leverages cross-disciplinary mastery in both graphic and UX design to produce cohesive, functional, and aesthetically pleasing solutions. Career background includes trade show design, email marketing, wireframing, prototyping, business interviews, user journey and persona creation, and all aspects of visual design. Deeply committed to design thinking, human-centered design, and accessibility best practices.

CAREER HIGHLIGHTS

Redesigned Flagship Brand	*Designed Successful Campaigns*	*Content Creation for Campaigns*
As part of an in-house design team, I helped led the rebranding of SnapAV to Snap One for its public launch on the NYSE. We created a new logo, brand identity, and guidelines, updated websites and marketing materials, and trained teams on implementation. I helped ensure cohesive brand execution across all channels and assets.	*At Snap One, I independently managed large-scale product campaign launches encompassing emails, web advertising, social posts, landing pages, microsites, and digital asset management. Collaborating closely with stakeholders,*	*At BlueCross BlueShield, I designed and produced state-branded billboard campaigns for all major South Carolina markets. By tailoring creative to regional audiences while maintaining strict brand standards, I delivered cohesive, high-visibility messaging that reinforced brand recognition across the state.*

PROFESSIONAL EXPERIENCE

BlueCross BlueShield of South Carolina, Columbia, SC | Senior Graphic Designer, 10/2024 – Present

Design, develop, and deliver a wide range of creative assets across print, digital, and multimedia channels, supporting both internal teams and external members. Collaborate with account management teams and project leads to create high-impact solutions for newsletters, magazines, enrollment guides, social media, event campaigns, and corporate communications.

- Conceptualize, design, and launch deliverables annually including flyers, posters, logos, infographics, direct mail, animated videos, email campaigns, web banners, digital banners, and HTML5 animated banners.
- Develop brand identities and style guides that strengthen consistency across business units and member-facing communications.
- Lead design and production of state-branded billboard campaigns, reinforcing BlueCross BlueShield's presence and visibility across South Carolina markets.
- Ensure all creative deliverables meet ADA (Section 508) accessibility standards, improving inclusivity and compliance.
- Partner with marketing operations to manage workflows in FileMaker, streamlining project intake, approvals, and asset delivery timelines.
- Consistently deliver innovative, results-driven design solutions that align with corporate brand standards and enhance customer/member engagement.

SNAP ONE, Charlotte, NC | Senior Graphic Designer, 07/2015 to 10/2024

Design, develop, and maintain a wide range of design assets, impacting every department and function. Snap One offers smart building and home solutions (such as audio, video, surveillance, control, networking, conferencing, and remote management technology) from nearly 50 brands for residential and commercial customers. Report to the director of marketing.

- Established and implemented UX design best practices within the company, including repeatable processes for wireframing, user testing, A/B testing, customer journey mapping, and ensuring compliance with ADA standards. Leveraged digital asset management tools such as Adobe Experience Manager to streamline workflows and enhance accessibility.
- Conceptualize, design, deliver, and launch 500 or more design deliverables per year, including emails, photography, cleanup, brand pages, social post, and internal communications. These are used by product marketing, brand marketing, sales, trade show, email marketing, video production, public relations, and customer experience initiatives.
- Consistently develop innovative visual elements for branding, advertising, marketing, and sales enablement initiatives. Ensure all messaging and content align seamlessly with Snap One's brand identity and value proposition on Adobe Experience Manager
    - Developed a streamlined digital user journey for Snap One's website transition by conducting extensive card sorting and whiteboarding sessions, improving navigation and content organization for dealers and end users. These efforts enhanced site usability, increasing user engagement metrics by over 30%.
    - Designed and implemented high-fidelity mockups using tools like Figma and Adobe XD for Luma View, enabling intuitive user interfaces and seamless workflows for security professionals and clients. This process ensured user-centric designs that improved app adoption rates by 20% post-launch.

Key Achievements:

- Optimized the design process for trade show graphics and marketing collateral. Enabled 3D virtual stakeholder reviews and approvals by implementing augmented reality (AR) and streamlined key workflows, which reduced turnaround time by ~50% (from four to two months) for significant operational savings.
- Introduced augmented reality (AR) into design testing for Luma, which allowed Snap One to inexpensively test designs with dealers and product marketing managers, incorporate interactive features, and provide a more immersive customer experience. In initial market testing, customers reported higher brand perception and satisfaction with packaging design and functionality.
- Replaced proposed cardboard-based packaging for a major product (Luma IP Surveillance Camera) with a lower-cost, bicolor box design that preserved brand identity. Then, tested several options with dealers and installers via AR platforms.

PROFESSIONAL EXPERIENCE, cont.

VELUX AMERICA, Fort Mill, SC | Senior Graphic Designer, 10/2004 to 03/2015

As a core member of the in-house design team, completed concept, design, user experience research, and creative production for VELUX America and VeluxUSA.com. Delivered corporate, digital, and mobile app brochures; magazine advertisements; catalogs; photography; trade show collateral; packaging; displays; marketing material guidelines; websites; logos; B2B apps; and user testing.

VOLUNTEER EXPERIENCE

SCOUTING AMERICA (formerly Boy Scouts of America), Rock Hill, SC | Den Leader, 07/2022 to Present

Facilitated a group of eight to 10 children, ages six to 10, in weekly meetings and events in coordination with families and other scouting leaders. Planned community service projects, camping trips, and other curricula-aligned learning activities.

MAKEROCKHILL, Rock Hill, SC | Co-Founder, 01/2018 to 03/2019

Championed city-wide efforts to establish a shared maker space for local engineers, software developers, artists, and other professionals to meet, collaborate, and work using shared equipment and resources. Developed all marketing and design collateral (e.g., logo, flyers, and social posts) and co-managed fundraising activities.

ROCK HILL DOG CLUB, Rock Hill, SC | Vice President, 07/2013 to 04/2015

Played an instrumental role in initiating and founding this 501(c)(3) nonprofit organization committed to animal welfare. Created social media presence, website, corporate graphics, and logo, then trained others to take over web administration. Led stakeholders in building and opening the first off-leash dog park in Rock Hill and cut the ribbon at the opening ceremony in August 2014.

TECHNICAL SKILLS

Design Expertise: Adobe Experience Manager Sites, Multimedia Design, Branding, Product Packaging and Labels, Motion Graphics, 3D Design, Exhibit Design, Web Design, Interaction Design, Mobile Applications, Process Flowcharts, Presentation Design, Visual Storytelling, FTP Software

UX Research & Design: Wireframes, Prototypes, Usability Testing, User Personas, Customer Journey Maps, Storyboarding, Site Maps, Accessibility Testing for WCAG Compliance, User Flows, Process Mapping, Heuristic Evaluations, Design Thinking Workshops

Adobe Creative Cloud: Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat, Digital Publishing Suite, Final Cut Pro, Premiere Pro, After Effects, Express, Dimension, Aero, XD, Experience Manager

Other Software: ADA Forms, Keynote, MS PowerPoint, Figma, Sketch, SketchUp, Monday, Wrike, MS Project, Trello, Jira, Confluence, Brandfolder, SharePoint, Wix Studio, WordPress, JAWS, NVDA, Visio, AI bot builds, Paid Media Placements for LinkedIn,

Languages: CSS, HTML, Liquid

EDUCATION

Bachelor of Fine Arts (BFA), Concentration in Advertising and Graphic Design, Barton College, Wilson, NC

Certificate in Web Design, Web Usage, and User Experience, The University of North Carolina, Charlotte, NC

Google Certificate in User Experience (UX) Design, Coursera

Additional Professional Development, LinkedIn Learning

- Figma Essential Training: The Basics, 2024
- Adobe Firefly: First Look (AI for Design), 2024
- DALL-E: The Creative Process & Art of AI Prompting, 2024
- Generative AI Imaging: What Creative Pros Need to Know, 2024
- AI for Design: Conditional Image Generation, 2024
- Using AI Imagery for Illustration & Design, 2024
- Business Collaboration in the Modern Workplace, 2023
- Email Marketing: Strategy & Optimization, 2023