

# David Hennes

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

**Graphic 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 initial concept development, user research, cross-functional collaboration, and content management. Leverages expertise in both graphic and UX design to produce cohesive solutions that are aesthetically pleasing and highly functional. Career background includes print design (brochures, advertising, flyers), email marketing, wireframing and prototyping, competitive research, user journey and persona creation, and all aspects of visual design. Deeply committed to best practices in design thinking and human-centered design. Experience in creating design systems, style guides, and brand guides that improve consistency and efficiency across projects. Experienced in managing projects independently, from concept through to delivery, ensuring timelines and goals are met.

## CAREER HIGHLIGHTS

### **Redesigned Flagship Brand**

*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.*

### **Designed Successful Campaigns**

*At Snap One, I helped maintain brand presence across the ECOM website and print assets by creating design systems and templates. This streamlined workflows, reducing production times by 70% over three years. I also contributed to transitioning our design systems to Figma, documented processes, and coached junior designers to improve their skills and grow within the team.*

### **Content Creation for Campaigns**

*As a Graphic Designer at Snap One, I collaborated closely with content strategists to create engaging visuals for marketing campaigns across print and digital channels. I designed brochures, data sheets, flyers, and social media graphics, ensuring brand consistency and high-impact messaging. My role involved translating creative concepts into polished, compelling designs that supported sales, marketing, and promotional efforts.*

## PROFESSIONAL EXPERIENCE

### **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.*

- Developed and maintained marketing collateral, including catalogs, Brochures, trade show assets, and branding guidelines.
- Conceptualize, design, deliver, and launch 500 or more design deliverables per year, including print, emails, photography retouching, 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.
  - Developed consistent typography guidelines for printed materials, product packaging, digital assets, and marketing campaigns, ensuring cohesive branding across multiple platforms.
  - Designed design systems for web pages, including scalable font hierarchies and page styles, optimizing readability and accessibility across devices.

#### *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.
- I implemented dynamic yield processes into my design workflow, allowing for personalized experiences by swapping out content based on individual dealers or customers. This approach helped drive business growth by making the design more relevant and tailored to specific needs, while also exploring how automated systems can improve overall design efficiency.

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## PROFESSIONAL EXPERIENCE, cont.

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### 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.

- Created and maintained a comprehensive content management system (CMS).
- Collaborated with Lowe's and Home Depot design teams to create and build their national in-store displays.
- Built and tested branded installer websites for a national dealer / installer program.
- Notable designs: VELUX Solar Water Heating brochure, 5-star Skylight Specialist marketing website, VELUX Dealer mailings, and branded videos for both online / web content and mobile apps.

## VOLUNTEER EXPERIENCE

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### 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

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**Design Expertise:** Multimedia Design, Branding, Print Design, Brochures, 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:** 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

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**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

- 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
- Using AI Imagery for Illustration & Design, 2024
- Business Collaboration in the Modern Workplace, 2023
- Email Marketing: Strategy & Optimization, 2023