David Hennes

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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 initial concept development, user research, cross-functional collaboration, and content management. Leverages cross-disciplinary mastery in both graphic and UX design to produce cohesive solutions that are aesthetically pleasing and highly functional. Career background includes trade show design, email marketing, wireframing and prototyping, business interviews, user journey and persona creation, and all aspects of visual design. Deeply committed to best practices in design thinking and human-centered design.

CAREER HIGHLIGHTS

Redesigned Flagship Product & Brand

Snap One's Luma Surveillance product line failed to stand out in a saturated category. Completely redeveloped UX design, customer personas, and branding design to appeal to target audience and boost sales. In six months, doubled product line sales for significantly higher revenue and increased both customer satisfaction (~50%) and brand perception (90%).

Designed Successful Campaign Website

Created a dealer rewards program (Holy Snap) that offered awards to dealers who sold key product categories. Launched with a marketing campaign to increase wallet share. The program doubled dealer participation and repeat business across 13 out of 15 product lines. Grew sales by ~5x. The rewards program became a permanent part of the dealer program.

Piloted Virtual 3D Trade Show Booth

During the pandemic, replaced in-person attendance at CEDIA 2020 with a virtual show that showcased new products and solutions via Snap Pro Live Virtual Event. Created a website, product review kernel, product team chat room, product videos, training sessions, and giveaways. Post-pandemic, made 3D booth design the standard for U.S. and UK shows.

PROFESSIONAL EXPERIENCE

SNAP ONE, Charlotte, NC | Senior Graphic Designer, 07/2015 to 11/2024

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.

- Created and introduced UX design best practices to the company, including repeatable processes for wireframing, user testing, A/B testing, and customer journey mapping.
- 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.

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.

HENNES MEDIA, Rock Hill, SC | Principal Graphic Designer, 05/2001 to Present

Concurrent with in-house graphic design roles, own an independent media agency as a freelance designer serving businesses in the Carolinas. As the primary liaison between clients, printers, suppliers, and other vendors, design and deliver promotional products (e.g., flyers, brochures, business cards, and LCD digital signage), websites, and photography services. Major engagements included:

- **Bank of America**: Contracted by the national financial institution to design and produce a series of advertisements, ranging from small black-and-white ads to multispread marketing campaigns for mass publication.
- **Uptown Yolk**: Designed and regularly updated the restaurant's first website, produced initial visual advertising campaign and video to support reopening efforts, coordinated photo shoot for menu items, established an on-site digital display, and maintained social media presence. Uptown Yolk is a breakfast / brunch website in Charlotte, NC.

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.

- 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.

ADDITIONAL PROFESSIONAL EXPERIENCE

- Graphic Designer (Contract), Gemini Group, Cary, NC, 2002 to 2003
- Graphic Designer, Signs Now, Wilson, NC, 2000 to 2001
- Graphic Designer, On Time Graphics, Garner, NC, 1997 to 2000

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: 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

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

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