

# Corey Davidson

## Brand & Product Designer

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### Experience

#### BitJar Labs / Product Design Lead

2018 – PRESENT

Led product design for AI applications, enterprise network marketing software serving 100K+ affiliates and 1.5M+ customers, and startup launches from concept to market. Created, developed, and launched 4 proprietary mobile apps for clients. Built scalable design systems and intuitive interfaces that made complex dashboards, high-volume transactions, and real-time data accessible across web and mobile. Developed complete brand identities—from visual systems and custom packaging to go-to-market strategies—helping early-stage startups connect with customers and grow.

#### FLEX Technologies / Chief Experience Officer

2023-2025

Drove affiliate sales as one of the public faces of the company by creating marketing assets, co-hosting weekly live trainings, managing Facebook community groups, and overseeing customer support. Owned every visual touchpoint—from brand assets to sales materials—while connecting affiliates with customers, turning their feedback into real improvements and giving distributors the professional tools they needed to sell effectively and keep subscribers engaged.

#### C2C Digital / Lead Graphic & Content Designer

2016-2018

Designed all visual assets and helped write copy for a digital marketing education platform aimed at small to medium businesses. Created coursebooks, prospecting tools, keynote presentations, printed materials, and website designs that supported live workshops where entrepreneurs learned to boost conversions, retain customers, and increase sales through smarter audience targeting and stronger online presence.

#### SOZO Global / Senior Designer

2013-2016

Led the marketing team and rebranded the entire company while launching a sister brand from the ground up—creating product packaging, web design, keynote presentations, print materials, merchandise, and social media campaigns for both. Collaborated across departments to strengthen brand identity and expand market presence, building consistent experiences from physical packaging to digital content.

### Education

#### Austin Community College

Associates Degree – Visual Communication

Graduated Phi Theta Kappa

### Skills & Tools

#### Hard Skills:

Branding  
UI/UX  
Product Development  
Packaging Design  
Content Design  
Print  
Web Design

#### Soft Skills:

Excellent verbal & written communication  
Highly detail oriented  
Strong adherence to deadlines  
Experience with multi-national teams

#### Tools

##### Design & Prototyping:

- Figma, Adobe Creative Suite (Ps, Ai, Id)

##### AI-Powered Design & Creation:

- Midjourney, Leonardo, Stable Diffusion
- ChatGPT, Claude, Gemini
- ElevenLabs, Suno
- RunwayML, Luma

##### Collaboration & Project Management:

- Slack, Jira, Trello

##### Development & Handoff:

- Figma Dev Mode, HTML/CSS

##### Web:

- HTML/CSS, WordPress, Elementor