

OBJECTIVE

Professional, highly talented and multifaceted creative with diverse experience in multimedia marketing, story-telling, and design. Remarkable collaborative and interpersonal skills. Dynamic team player with strong written and verbal communication. A natural in client and vendor relations and negotiations. Gifted at building and maintaining fruitful and long-lasting partnerships. Passionate and conceptual creator of progressive marketing strategies. Comfortable performing in deadline-driven environments while optimizing budget parameters.

SOFTWARE PROFICIENCY

Adobe Photoshop	
Adobe Illustrator	
Adobe Premiere Pro	
Adobe After Effects	
Adobe Muse	
Adobe Indesign	
Microsoft Power Point	

SKN-DESIGNS-Art Director - 2010 – Present Graphic Designer and Marketing Consultant

Direct and coordinate graphic design projects from concept through fruition. Project range from full branding, web layout, presentations (including Power Point) posters, banners, menus, electronic newsletters (utilizing HTML), trade show graphics, and motion graphics. Work closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Manage all operational, strategies, and quote/bid, out-sourcing.

CLIENT LIST INCLUDES

MICROSOFT 365	BOEING BBJ
IMPINJ IOT	PREMERA BLUE CROSS
SEATTLE PUBLIC LIBRARY	STE. MICHELLE WINERY
DIAGNOSTECHS LLC	HILTON INVESTMENTS
WE COMMUNICATIONS	OPTIDISC SOLUTIONS
HMA (HEALTHCARE MNGT)	ACCENTURE / MS

WE COMMUNICATIONS - September 2018 – May 2019 Sr Visual Communications & PPT Specialist

Successfully overseeing all executive level presentations for top-tier corporate clients, including Microsoft, Ste Michelle, Sparks (Healthcare), Capital One, Gates Foundation, Brother, Impinj, and more. B2B and direct client collaboration with art direction and content strategy. Further successful creative solutions for Diversified client and project base ranging from social media pieces (blogs, Gifs, LI Profiles, Twitter, Banners, etc.), OTF designs, etc.

PROFESSIONAL EXPERIENCE CONTINUED

UNIFY CONSULTING - January 2018 – May 2018 Sr Visual Communications Designer and Art Director

Creating design solutions with high visual impact Understanding brand, client requirement, and their needs utilizing appropriate media and style to meet our clients' needs. Varied project solutions include: Executive level PPTs, Digital flyers, HTML email templates, and Campaign Marketing, etc. Clients include: Team Mobile, Microsoft 365, and Starbucks.

IMPINJ - SKN CONSULTING - June 2016 Sr Visual Designer and Art Director

Creation of PPT deck for the going public "road show" showcasing product, strategies, and adheres to all S1 submittal. This included the collaborations of 3 banks across US. Respecting brand, defining aesthetics, translating complex ideologies, displaying platforms, and creating digestible content for prospective buyers. This was a huge successes and Impinj brought me to NYC for the "ringing of the bell" at NASDAQ.

HMA (HEALTHCARE MNGT ADMIN) - Feb 2015 – May 2015 Visual Communication Designer

Successfully managed collateral and marketing designs for: brochures, posters, banners, postcards, etc. Created and branded company Power Point presentation templates as well as specially designed PPT decks for specific client meetings with fast turn-around deadlines.

PREMERA BLUE CROSS - June 2013 - November 2013 Graphic Designer

Effectively handled Senior Medicare collateral: large formatted books to be government approved, photo rendering/ manipulation, posters, post cards, ads, official documents, and brochure designs. All accomplished under tight deadlines and government approval.

EDUCATIONAL BACKGROUND

Art Institute of Seattle

BFA Graphic Design (Honors and Dean's List)
President of Design Studio (elected by peers)

AAA Graphic Design (Honors and Dean's List)

TECHNICAL SKILLS

- VIDEO EDITING
- PRESENTATIONS
- BRANDING
- CREATIVE CLOUD

BIO

Shelley is a savvy creative with extensive experience in multimedia marketing and print design/art direction across numerous industries. She is an advanced contributor with excellent written and verbal communication skills, and she appreciates interfacing directly with clients and mentoring others. Shelley brings fantastic corporate experience, as demonstrated by her service to Microsoft 365, Premera, Blue Cross and Boeing. Contracted clients include Impinj (Tech IPO deck), Chateau Ste. Michelle Winery, and Seattle Public Library. Shelley is highly skilled in the Adobe Creative Suite, as well as PowerPoint presentations with motion graphics. Technical skills include layout, vector illustrations, branding, video editing, presentations, web design, trade show marketing, and print production. She would be an invaluable addition to any team.

WE COMMS

"Shelley is an excellent designer with exceptional skills conveying the strategic message in a visually compelling manner. I have worked with her for almost a year and am continually impressed with her ability to turn ambiguity into concise design and narrative. Shelley establishes a strong point of view and supports her work with design fundamentals and creative flare. And no task is too big or too small. She turned a 30+ page deck into 4 slides and maintained the integrity of the original content and the complete story. Magic! She can also bang out a LinkedIn add. I trust Shelley to work on projects for my senior clients because I know she cares deeply about the outcome and the work. I recommend Shelley whole heartedly."

-Phil Olsen, VP Social and Digital Strategies

WE COMMS GLOBAL

"I've had the opportunity to work with Shelley on several occasions. She's a broad, systemic thinker who uses her design experience to convey complex ideas. She knows how to work with creatives and more importantly non-creatives alike to get to the core strategic concepts that lead to great design. Shelley meets deadlines and consistently delivers high quality work. She's a great collaborator."

-Aaron Petras, WE COMMS Sr. VP Global, & International Operations

MICROSOFT

"Shelley is a passionate and driven designer and works very hard to meet the requirements of the project while bringing her own creative elements to the work. I hired her for her creative eye and ability to pick up quickly on the design elements that we had to maintain for "Brand" purposes. She not only designed content based off our scope, but also brought her own unique perspective which was one of the main reasons why I brought her on. She met all of our deadlines and developed all our content and assets very well to support our go-to market initiatives."

-Nomi Nazeer, MS 365 Partner Marketing Manager

PREMERA

"Shelley reported directly to me, and was a key part of our design team, helping create numerous collaterals, mailers, brochures, and required marketing materials to support a five county Medicare Advantage product launch. Medicare Advantage is an extremely regulated environment, with compliance demands that frequently challenge clear communication and effective design. Despite these restrictions, Shelley adapted quickly to the regulatory challenges and capably produced successful materials. Shelley will be a strong asset to any creative team."

-Greg Smith, Sr Marketing Manager

UNIFY CONSULTING

"Shelley is not only a talented graphics artist, but she understands communicating complex information to new audiences very well. She helped me refocus a technical sales presentation so non-technical business people could appreciate our offerings. As an engineer, this is challenging for me so I'm grateful for Shelley's help in reframing my perspective. I'll happily apply what she taught me for the rest of my career."

-Ace Swerling, Cyber Securities Manager, Unify Consulting

OPTI DISC SOLUTIONS

"I have seen Shelley interact with customers, immediately winning their confidence by displaying her depth of knowledge in graphic design. The biggest key for me, when I call upon Shelley, she resolves things fast, explains things in layman's terms when required, or she can provide very specific technical information regarding all graphic issues. Within a few months of her arrival into the Graphics Department, replacing two individuals, production throughput increased over 33%. Shelley has been an asset to OptiDisc in many meaningful ways."

-Tom E. Pellerin, Business Development

WRITE FORM CONSULTING

"Shelley excels not only in providing creative direction and delivering distinguished designs, but in recommending marketing strategies that help clients meet strategic business goals. There is no way to fully appreciate Shelley's talents unless you experience her creative process. If you need someone to help you take your business to a new level of professionalism and effectiveness, I highly recommend working with Shelley."

-Shelly Ellison, Principal