



Shelley K. Neves

SKN Designs

MULTIMEDIA DESIGN & MARKETING

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Purposeful Designs to Fit Your Skin

www.skn-designs.com

OBJECTIVE

Professional, highly creative and multitalented Graphic Designer with diverse experience in multimedia marketing and print 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 Dreamweaver	
Adobe Illustrator	
Adobe Editor	
Adobe Flash	
Adobe Premiere Pro	
Adobe After Effects	
Adobe Muse	
Adobe Indesign	
Microsoft Power Point	

PROFESSIONAL EXPERIENCE

2018-
Current

UNIFY CONSULTING Senior Visual Communications Consultant

Creating design solutions with high visual impact. Understanding client requirement, and their needs to make design decisions utilizing appropriate media and style to meet our clients' needs. Design variety includes: Executive level PPT, Digital flyers, Campaign Marketing, etc. Clients include: Team Mobile, Microsoft 365, and Starbucks.

2008-
2018

SKN-DESIGNS-Art Director Graphic Designer and Marketing Consultant

Direct and coordinate graphic design projects from concept through fruition. Such projects 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, strategic, quote/bid, out-sourcing, and studio administration.

2016

HMA (HEALTHCARE MNGT ADMIN) 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.

2014

DIAGNOSTECS LLC Graphic Designer and Marketing Coordinator

Successfully managed collateral and marketing designs for: brochures, posters, banners, postcards, etc. Power Point presentations with motion graphics and trade show planning and strategies, visual support, and show presences.

2013

PREMERA BLUE CROSS 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.

2003-
2007

HILTON INVESTMENTS LLC Administrative Assistant - Marketing Specialist

Effectively handled the company's administrative needs. Created concrete branding and marketing solutions. Streamlined Power Point presentations and planned all events.

PROFESSIONAL EXPERIENCE CONT.

2002

OPTIDISC SOLUTIONS LLC Senior Graphic Designer

Established the art department and solely created and implemented the department's processes. Developed design theme and graphics for marketing and sales presentations. Managed three individuals (film creator, designer, pre-flight print specialist). Trained other design groups (BBFM & Microsoft) by demonstrating how to optimize designs for proper color separation. Coordinated with print manager, consultants, and vendors.

Key Achievements:

- Magazine advertisement for Opti Disc gained position in the 23rd anniversary edition of Media Inc.
- Art department productivity and project production increased 33% (in just 3 months)
- Hired, trained, and mentored 3 employees

2001

BOEING - VOLT Graphic Designer

Created collateral material for the Boeing Business Jet (BBJ), including books for sales support, auto run CDs displaying plane interiors, and trade shows.

2000

HEART INTERFACE Graphic Designer and Marketing Specialist

Produced solid designs for newsletters, promotional material, trade show graphics, and redesigned cross-market website. Participated in team effort to create press releases, instruction manuals, product description flyers, and brochures.

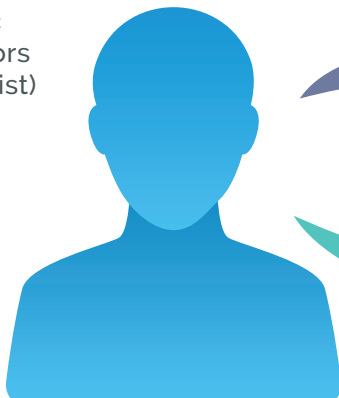
EDUCATIONAL BACKGROUND

2010 - Art Institute of Seattle

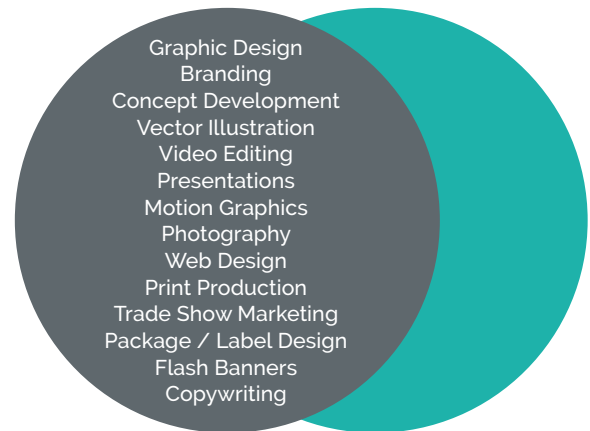
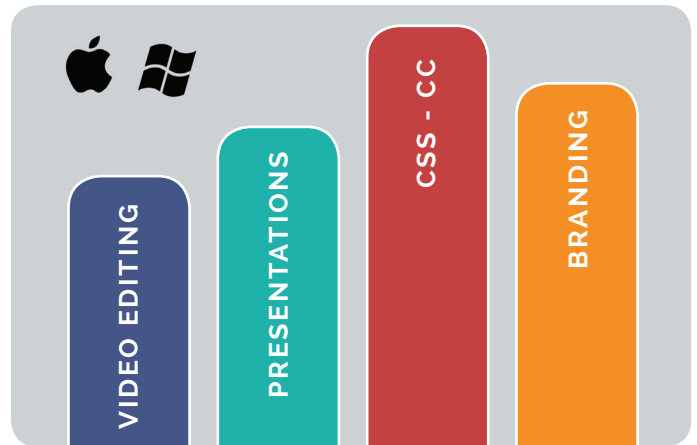
BFA Graphic Design with motion graphics (Honors and Dean's List),

1998 - Art Institute of Seattle

AAA Graphic Design (Honors and Dean's List)



TECHNICAL SKILLS



CLIENT TESTIMONIALS

"Shelley Neves did such a fantastic job (and under a VERY tight deadline) with the graphics that people asked if our small community event was a national organization! I then asked her to work on the logos and graphics for my family's business. She worked with us, listened to us, did exhaustive research into our industry, and came up with an iconic logo that will allow us to create branding around our business and the service we provide. We are already beginning to see the rewards from the new first impression that her graphics are creating with our customers. Shelley creates clean, precise, impeccable graphics that will make any business look like it belongs on the Forbes 500 list."

-Chris Uyyek, MCS LLC

"Throughout the entire process Shelley was very responsive to my vision while doing an amazing job in taking my ideas and converting them to reality. Shelley kept me regularly updated on the site creation progress while talking me through how to best incorporate my ideas and message. I can't recommend SKN-Designs highly enough if you are looking for an innovative design, great communication, wonderful follow up, and keeping your vision and wants top priority. I have had several clients that have taken me on as their real estate agent based on my website and the statement it made about me as an agent."

-Scott MacRae, Coldwell Banker

"Shelley is not only a strong project manager with a keen attention to detail, but more importantly, Shelley is a creative thinker with a natural aptitude for producing inventive and compelling design solutions. I have also benefited from Shelley's ability to work under tight deadlines, while maintaining a sense of humor and commitment to the cause. Shelley will be a strong asset to any creative team."

-Greg Smith, Premera Blue Cross



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BIO

Shelley is a savvy designer with extensive experience in multimedia marketing and print design across numerous industries. She is an advanced contributor with excellent written and verbal communication skills, and she appreciates interfacing directly with clients. Shelley brings fantastic corporate experience, as demonstrated by her service to 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.

QUOTED RECOMMENDATIONS

PREMERA BLUE CROSS

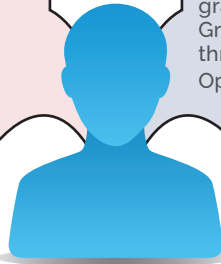
"Shelley reported directly to me, and was a key part of our design team, helping create numerous collaterals, mailers, brochures, and required marketing materials to support a five county Medicare Advantage product launch. Medicare Advantage is an extremely regulated environment, with compliance demands 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

OPTIDISC 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."

-Thomas E. Pellerin
Business Development Rep



Write Form

"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

ART INSTITUTE OF SEATTLE

"Shelley was one of the most dedicated, organized, and professional people I have had the pleasure of studying with at The Art Institute. Her projects displayed a level of polish indicative of her industry experience, and her presentation skills were unmatched. An asset to any team, and a joy to work with."

-Patrick Payne
Visual Designer, Amazon.com

MONDELLO RESTOURANTE

"You will not find a more loyal and authentic professional than that of miss Neves. Her eye is sharp and she is quite savvy in the world of business. It is my belief that it stems from her ability to connect with so many in such an easy manner. Shelley takes pride in her work and her promises. She meets deadlines and ALWAYS steers us in the right direction while adhering to budget constraints."

-Karim Bonjrada
Owner

THE EMPIRE COMPANY

"Shelley was an asset in bringing the sales team a new way of selling. She was responsible for producing all types of collateral materials, from four-color brochures to black and white flyers. Whatever graphic pieces were needed to help sell our product to our customers, she provided. She was a one-person department who produced a high volume of materials without missing a deadline. Shelley is a true professional and would be an asset to any company needing her creative graphic and design talents."

-Micheal Menashe
CEO

-Steve Tinney
President