

SHANNON ASHBY

ART DIRECTION AND PROJECT MANAGEMENT

SKILLS

Art and Creative Direction
Project Management
Branding
Scheduling
Estimating
Thrives Under Pressure
Organized Multitasker
Cross-functional Communicator
Client Relations
Digital and Print Design
Social Media Management

TOOLS

Illustrator
InDesign
Photoshop
Figma
Monday.com
Asana
Smartsheet
Basic HTML and CSS
PowerPoint
Word
Excel

EDUCATION

California Polytechnic State University, San Luis Obispo
BS in Graphic Communication
Degree Conferred 2013

CONTACT

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EXPERIENCE

Envision Media, Santa Cruz, CA

Creative Project Manager | February 2020 – present

- Oversee creative projects from start to finish, collaborate with designers and clients to ensure client's needs are met and projects are delivered on time and in scope
- Manage creative projects for multiple Fortune 500 tech clients simultaneously
- Provide art direction and critical feedback on creative
- Communicate directly with clients, present concepts, discuss solutions
- Collaborate with creative directors, designers, copywriters, developers, animators, and outsourced talent
- Design and direct a wide range of collateral, including e-marketing, presentations, infographics, social media marketing, digital and print collateral, websites, and videos
- Estimate jobs, write SOWs, and manage clients' budgets
- Implement project management tool to organize projects and designers
- Manage a team of 5-10 designers, evaluate their strengths and assign appropriate projects
- Source and manage external talent including developers, designers, copywriters, and voice artists
- Employ excellent written and verbal communication, time and task management, and quick adoption and adaptability to remote communication tools to succeed in a work from home environment since 2014

Designer & Marketing Coordinator: January 2019 – February 2020

- Implemented cohesive marketing campaigns from start to finish including initial concept, messaging, and graphics creation for web, social media, video, and email
- Managed social media and email communication through Buffer app and BombBomb

Graphic Designer: August 2014 – January 2019

- Worked with a variety of clients and brands, following corporate brand guidelines and designing within those constraints on collateral used for print, web, and mobile use
- Successfully executed multiple projects at once in a fast-paced environment, under tight constraints, producing high-quality and creative work

Global Fluency, San Jose, CA

Junior Graphic Designer: January 2014 – August 2014

- Worked closely with other designers, creative director, copywriters, and marketing team to design reports and white papers, PowerPoint presentations, infographics, logos, and web banners

Apple, Cupertino, CA

Junior Graphic Designer: January 2014 – August 2014

- Produced localized print and digital documentation for Apple hardware and software across approximately 40 languages
- Composed documents and graphics according to corporate design standards using Adobe Creative Suite