

# SHAWN SMITH

China Township, Michigan • (248) 854-5871 • sldsxs@comcast.net

## CREATIVE, VERSATILE GRAPHIC DESIGNER

**Natural Leader** respected by teams and senior leaders for expertise, creative leadership as well as calm and steady demeanor under tight deadlines.

**Confident and Accountable Contributor** enthusiastic about good design and comfortable making tough decisions that enhance designs.

**Effective Consultant and Client Liaison** utilizing knowledge and expertise to create designs that align with branding and messaging.

## ADDITIONAL COMPETENCIES

Project Management • Digital Design • Print Design • Marketing Design  
Client Consultation • Customer Service • Internal Communication Design • Production Liaison  
Advertisement Composition • Illustration • Logo Design • Fine Art Painting  
Photography • Digital Photo Manipulation • Typography

## P R O F E S S I O N A L   E X P E R I E N C E

**MISSION TECHNOLOGIES, a division of HII**, Warren, Michigan

**2020 - Present**

### ***Communications Rep 1 - Graphic Designer***

Production Art • Print Design • Digital Design • Marketing Design • Brand Development

Graphic and Marketing Design specialist. Supporting leadership by creating and maintaining Army branded graphics for U.S. Army DEVCOM GVSC (Ground Vehicles System Center).

- Maintain overview products both digitally and print.
- Provides presentation graphics for the facility director and leadership staff.

**CEDAR HILL GRAPHICS**, Port Huron, Michigan

**2015 - 2019**

### ***Graphic Designer***

Production Art • Quotes • Project Management • Print Design • Digital Design • Customer Liaison

Main point of contact for customers including local businesses, manufacturers, universities, hospital systems and sports teams on logo design, banners and custom apparel and signage, etc.

- Oversee photo shoots and coordinate show boards.
- Orchestrated photo shoot and development of design from conception to completion for basketball team in Marysville, Michigan.

**ESSEL ART GRAPHIC DESIGN & PHOTOGRAPHY**, China Township, Michigan

**2012 - Present**

### ***Graphic Designer/Founder***

Client Consultation • Print Design • Digital Design • Project Management

Sought after freelance graphic designer, photographer and artist.

- Work directly with clients including NCIS-LA (TV show), McLaren/Karmanos Cancer Institute, bands, universities, non-profits as well as IT and marketing companies on communications, marketing and logos in print and digital formats.

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## **ST. CLAIR COUNTY COMMUNITY COLLEGE**, Port Huron, Michigan **Adjunct Instructor**

**2014 - 2016**

- Developed syllabi for two courses, "Advertising Design" and "Portfolio Presentation".
- Instructed students with goal of encouraging greater artistic expression and increasing understanding of print and digital design.
- Shepherded development and planning of annual student art show; served as mentor and guide in curating of work for portfolio presentations.
- Guided student work with constructive feedback and direction that refined design ideas and concepts.

## **AT&T PUBLISHING**, Troy & Southfield, Michigan **(FORMERLY AMERITECH/SBC, FORMERLY AMERITECH),** **Graphic Artist (2002-2012)** **Premium Products Artist (1999-2002)**

**1995-2012**

Project Management • Client Liaison • Design Consultation • Graphic Design • Timeline Management

Started career with Ameritech and stayed throughout two mergers moving up and taking on more responsibility and expanding graphic design expertise. Managed projects for internal teams from conception to completion providing guidance, edits and adjustments. Reviewed final design layouts and suggested improvements and modifications to align with production quality standards. Processed, managed and archived graphic files.

- Due to consistent and high-level of creativity, requested by national sales team to work on special products, advertisements and customer presentations.
- **Completed 3000 jobs annually averaging 13 jobs a day.**
- **Received Service Excellence Award in 2009** for creative and outstanding designs for local and national teams.
- **Designed spec ad that secured \$82,000 sale with national advertiser.**
- **Enlisted to work with customer in another state creating 50 spec ads.**
- Selected to work on new Digital Express team in 2011 collaborating with customers on design projects virtually.
- Recruited by two senior design managers leading Premium Products group to join team; created book covers, back cover ads, middle tabs for all company books across five states.
- Played key role in building Premium Products team; contributed ideas for workflow improvements and application specific recommendations.

## **Action Artist/Manager Replacement (1996-1999)** **Macintosh Artist (1995-1996)**

## E D U C A T I O N

**Additional coursework in Graphic Design**, Wayne State University, Detroit, Michigan  
**A.A., Advertising Design**, St. Clair County Community College, Port Huron, Michigan

## S E R V I C E E X P E R I E N C E

**Assistant Scoutmaster**, Boy Scout Troop 296, Marine City, Michigan

**2011-2020**

## T E C H N I C A L S K I L L S

Adobe Creative Cloud: Lightroom, Illustrator, Photoshop and InDesign • PowerPoint • Wordpress • MS Office