



SHANNONBASS

SENIOR DESIGNER | VISUAL STRATEGIST

SHANNONBASS.COM · HELLO@SHANNONBASS.COM

PROFILE

- Fifteen years of design and branding experience in higher education, government and fortune 200 corporate environments
- Passion for design and willingness to think outside the box to achieve cohesive and well-rounded solutions
- Experience developing and managing brands from a communications and visual perspective
- Excellent communication skills and the ability to work one-on-one with clients and in group settings
- Highly skilled in creating a broad range of materials including print, digital/web, social media and large-scale visuals
- Experience managing staff, serving as creative director, art director, project manager and digital content creator
- Recipient of the CASE Award of Excellence in Printed Publications: Direct Mail for VCU Discovery Richmond brochure
- Examples of work available at www.shannonbass.com

SKILLS

- SPECIALTIES:** layout and design, creative direction, art direction, brand development and management, logo/identity development, content creation and management, pre-press preparation, digital printing, offset printing, press checks, vendor management, typography, typesetting, web design, social media management, presentation design, asset management, routing/process development
- SOFTWARE:** Adobe Creative Cloud 2021 (InDesign, Illustrator, Photoshop, Acrobat, Spark, Lightroom), Keynote, Wordpress, Squarespace, Microsoft Office (Word, Excel, Powerpoint), QuarkXPress, HTML5, CSS, CrownPeak, Trello, Asana, Dropbox, Slack, Bootcamp
- PLATFORM:** Mac, PC

EXPERIENCE

Lead Graphic Designer John Tyler Community College

January 2018-present
Midlothian, Virginia

Serves as the lead graphic designer for John Tyler Community College (Tyler), providing design direction and management of Tyler's visual brand identity through the design of print and digital collateral, as well as the development of guidelines and best practices

- Designs projects from concept to completion, including internal routing, pre-press preparation and print vendor management
 - Partners with creative services manager to route incoming design work within the Creative Services department
 - Develops project briefs and sets production schedules to ensure projects are delivered on time and within budget
 - Assigns design projects and advises part-time graphic designer, offering guidance, feedback and mentorship
 - Offers expertise on print specifications including paper type, weight, ink and finishing options; works with local print vendors to obtain quotes and perform press and bindery check
- Researches design trends, marketing tactics and new technology for possible adoption at the College
 - Revamped internal workflow for Creative Services and implemented use of Dropbox and Asana for project management

- Provides art direction to freelance photographers, videographers, interior designers, web developers, and the campus bookstore to ensure brand cohesion.
 - Provided interior design solutions to Chester campus to ensure a welcoming and inviting space for students, including the introduction of elevator decals, bulletin board signage, mounted posters, welcome maps and directional signage.
 - Served as art director and backup photographer for the Next Up Campaign photoshoot to promote the launch of the College's new brand.
- Provided art direction during video shoots and worked with partner agency to obtain music tracks, select photos, cut videos and design intro/outro boards.
- Worked with web team to resign the current Tyler homepage to reflect the College's new brand platform and developed layouts for secondary webpages featuring the Next Up Campaign featuring Tyler students.
- Redesigned the College's Welcome Booklet for incoming students, utilizing a staggered booklet concept to ensure information was presented in a clear and concise manner.
- Rebranded the Tyler Foundation to mirror the new brand platform
- Serves as the communications chair for the Council for Diversity and Inclusion

Owner & Principal Designer
Ryano Graphics

January 2006-present
Richmond, Virginia

Serves as Creative Director for BLK RVA, an initiative of Richmond Region Tourism, which focuses on highlighting and uplifting Black-owned businesses in Richmond, VA.

- Manages a team of three, including a project manager, community engagement manager, and social media manager
- Develops and executes strategy for community-focused campaigns that highlight and share the stories of Richmond's Black history, communities, and businesses
- Serves as Art Director for photography and video shoots
- Creates social media content calendar, designs social media posts and manages paid advertisements
- Designs promotional materials, including t-shirts, posters, bags, and other giveaways
- Maintains BLK RVA website and creates mini-campaign landing pages
- Prepares and presents monthly web and social media analytics reports
- Designs brochures invitations, logos, posters, stationery, wedding packages, websites and web graphics for clients in the public and private sector
- Works directly with businesses to develop brand strategy and visual identity
 - Helps brands identify their business strategy, target audience, brand positioning, messaging and visual identity
 - Develops marketing guidelines, toolkits and collateral
- Volunteer designer for the Richmond chapter of the American Heart Association

Communications Specialist (Graphic Design + Brand Management)
WestRock (formerly MWV)

June 2014-June 2017
Richmond, Virginia

Played an integral part of the Corporate Communications team and served as the main source of graphic design and brand support for company-wide corporate initiatives as well as employee and marketing communications

- Developed high-quality graphic content in the form of brochures, one-pagers, reports, infographics, logos, brand elements, templates, PowerPoint presentations, press releases, web design and social media imagery
 - Lead the development of layout and graphics for flagship corporate publications such as the Annual Report, Corporate Responsibility Report, Code of Conduct and Packaging Matters reports
- Served as the primary resource for the corporate Brand Manager, developing visual assets and providing guidance and management to internal and external partners

- Managed vendor relationships to ensure brand compliance
- Maintained online catalog of brand materials, ensuring all collateral is up-to-date and accurate
- Developed corporate brand guidelines for promotional items and corporate logo systems
- Provided tactical support in the form of graphic designs, revisions, proofreading and copy editing for tone and voice
- Worked directly with content strategists, web developers and the brand manager to translate corporate strategy, initiatives, statistics, and insights into visually compelling designs for internal and external use
- Met with internal clients and provided expertise on the use of visual design as a means to enhance messaging
 - Determined which design platform to utilize based on project scope, timeline, specs, budget and overall goal
- Developed templates to provide graphic design and image support for internal employee channels
- Provided design, guidance and visual direction during pre- and post-merger activities
 - Developed intermediary brand guidelines and graphics during merger transition, including Day 1 materials
 - Designed the visual identity for WestRock company values

**Graphic Design Team Lead/Supervisor
Ikon/Ricoh Office Solutions**

**October 2012-June 2014
Arlington, Virginia**

Transferred and promoted within the Ricoh corporation to larger account with the Federal Deposit Insurance Corporation (FDIC) to lead the Graphics Team assigned to the company's \$15 million government contract

- Managed a team of three graphic designers and one photographer, providing art direction and mentoring
- Implemented new job tracking system and weekly team huddles to accurately monitor job productivity
- Developed a monthly newsletter to increase employee engagement across the site for all Ricoh employees
- Revamped daily reporting for billable hours to ensure accuracy in client billing
- Assigned, organized and oversaw workflow of print jobs to design staff
- Developed logo designs, large-scale print projects, brochures, reports, posters and presentation materials
- Met with clients and print vendors to develop project guidelines and print specifications
- Created mock-ups through the use of wide-format printers and color laser plotters
- Produced client materials and samples using hands-on skills such as trimming, cutting, folding, and mounting
- Prepared print-ready files for outside digital and offset printing projects and closely inspected printer proofs

**Graphic Designer
Ikon/Ricoh Office Solutions**

**February 2011-October 2012
Richmond, Virginia**

Took over position after company was without design staff for three months, revamping the design process and instituting new production procedures for a \$2 million contract with Altria Group, Inc.

- Created a branding campaign for the print and design center and encouraged involvement from Altria employees in selecting from three logo options
 - Increased visibility of the print center through the logo contest which led to new business developments from departments who were previously unaware of Ricoh's available services
- Trained current staff on the use of Adobe Creative Suite 5.5 to improve production efficiencies
- Took initiative to become proficient in use of the Ricoh 901c digital presses and Canon ImageProGraf wide format plotter to enhance skill set
- Met with prospective departments to promote Ricoh printing and design capabilities to encourage cost effectiveness and deter outsourcing of work

Graphic Designer
Virginia Commonwealth University

October 2006-February 2011
Richmond, Virginia

Initially hired as part-time intern and promoted to full-time designer after three months as a result of work ethic and ability to quickly learn and adapt to fast-paced work environment

- Developed the 52-page Colonial Academic Alliance 8th Annual Research Conference Program to promote the University's initiative highlighting undergraduate research
- Created promotional packaging for Hunter Clips, a hair accessory line benefiting cancer research, for the 50th Annual Grammy Award gift bags
- Created fresh concept for the annual housing handbook to gain a high profile client, VCU Residential Housing and Life, seeking a new and innovative approach to increase residence hall student participation
 - Developed university-wide contest to solicit student dorm photographs and chose top three entries for photo shoots and inclusion in the brochure
- Designed promotional and information guide highlighting the city of Richmond to increase out-of-state student enrollment and introduced the idea and use of QR codes linking to companion website to engage students across multiple platforms
- Developed the Department of Surgery brochure emphasizing unique and specialized surgeries available at the VCU Medical Center for clinicians located in the Southeastern US
- Managed the VCU stationery contract while maintaining identity standards, typesetting print materials and ensuring consistency university wide
- Oversaw production, including concept creation, layout and design from start to completion, art direction, press checks and general communication with printers and outside vendors

EDUCATION

University of North Carolina at Chapel Hill, Bachelor of Arts
Journalism and Mass Communication, graphic design concentration
Chapel Hill, NC
May 2006

LICENSES & CERTIFICATIONS

Adobe Certified Associate in Graphic Design & Illustration Using Adobe Illustrator

Issued: Aug 2020 · Expires: Aug 2023

LinkedIn Skill Assessment Badges

Adobe Illustrator · Issued: Aug 2021

Adobe InDesign · Issued: June 2021

REFERENCES

Available upon request