



DIGITAL MEDIA DESIGN

SHAINA B. NIELSON

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CAREER STATEMENT

I am a fresh and imaginative graphic designer with considerable experience in both web and print design and production. Eager to absorb industry insight, I hope to continue growth by working in a team environment filled with knowledge and background in both design and management. Willing to take on responsibility, I see myself leading a creative team after further personal development.

PROFESSIONAL EXPERIENCE

Graphic Designer | March 2012 - Present

ComPsych Corporation, Chicago, IL

- Highly productive team member responsible for the design and production of more than 100 jobs per month including corporate communications, sales and marketing collateral, online marketing campaigns, podcasts, and video serving Fortune 500, government, and other clients of employee benefits company.
- Major contributor to award winning corporate health care and customer service industry newsletters.
- Sole project owner and designer of newly implemented digital signage system throughout company headquarters.
- Skilled in designing in multiple languages including character based languages.
- Excels in conceptualizing new creative pieces and consistently implementing branding strategy in both print and digital media.

Contract/Freelance Designer | 2011 - Present

- Determined web presence strategy and re-branding through consulting for multiple clients.
- Successfully launched social media agenda with client's newly developed WordPress site.
- Orchestrated photoshoots and held stylistic direction for clients' major life event announcements and invitations.
- Clients cross various industries including: law, beauty/fitness, health/medicine, printing, banking, and consulting

Graphic Web Designer | August 2011 - August 2012

PartnerData LLC, Evanston, IL

- Developed graphics and layouts for company logos, display ads, e-mail campaigns, internet websites, online promotions, and special projects.
- Created multiple landing pages and corresponding email campaigns to drive traffic.
- Retained as the sole graphic designer on a full time basis.

EDUCATION AND RELATED SKILLS

Bachelor of Fine Arts, Honors in Art and Design, Summa Cum Laude *Alma College, Alma, MI*

Major: Graphic Design Minor: New Media Studies

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Premiere Pro, Fireworks) Adobe Lightroom

Mac and PC Literate , Microsoft Suite (Word, Excel, PowerPoint)

First Aid/CPR Certification/Lifeguard Certification

ACTIVITIES

Campus Lead Advisor - Alpha Xi Delta, Iota-Rho Chapter *DePaul University* | 2011- Present

Chapter Life Vice President - Alpha Xi Delta, Zeta Upsilon Chapter *Alma College*

Captain - Varsity Swimming and Volleyball *Alma College*

President - Order of Omega, Nu Gamma Chapter *Alma College*