

# SHANNON COTNER

ART DIRECTOR | GRAPHIC DESIGNER

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503.545.1319

## education

**BFA COMMUNICATION DESIGN: KUTZTOWN UNIVERSITY**  
KUTZTOWN, PA - MAY 2003

3.4 Overall GPA - Cum Laude

## volunteer and non-profit

**BOARD OF DIRECTORS, MARKETING AND DESIGN: HANDS FOR HEARTS**  
JUNE 2014 - PRESENT

**PRESIDENT: PRESTWICK NEIGHBORHOOD HOA**  
JANUARY 2016 - APRIL 2017

**MARKETING COMMITTEE: CARDINAL SWIM AND TENNIS CLUB**  
JANUARY 2015 - APRIL 2017

## technical skills

INDESIGN | ILLUSTRATOR | PHOTOSHOP | KEYNOTE  
ADOBE ACROBAT | MICROSOFT OFFICE

## academia

**GUEST LECTURER: UNIVERSITY OF SOUTH CAROLINA**  
GREENVILLE, SC - SEPTEMBER 2014

Presented lectures within the Graphic Design Department  
in Interactive Design, The History of Graphic Design and Senior Portfolio  
Counseled students on their work and careers in graphic design

## awards

**SILVER ADDY AWARD**  
DEWALT'S RV - 2004 RV GUIDE

## portfolio and references

AVAILABLE UPON REQUEST

## professional experience

**ART DIRECTOR | GRAPHIC DESIGNER: FREELANCE, PORTLAND, OR**  
AUGUST 2010 - PRESENT

Extensive experience working in-house and independently for various clients and multitasking multiple projects from concept to production while working under tight deadlines.

- Creatively execute numerous projects, including brand identity, business cards, brochures, fliers, greeting cards, newsletters, e-newsletters, signage, packaging and other promotional materials
- Coordinate pre-press, printing and vendor operations to ensure quality outcome and timely delivery
- Clients include: The Fresh Market, Earth Fare, Future Medical Systems, Gate City Advisors, The Peek-A-Boo Baby, Hands for Hearts, Cook & Boardman, Therapy Connections, Western Star Trucks

**DESIGN COORDINATOR: GIDDY UP!, ANN ARBOR, MI**  
MAY 2007 - SEPTEMBER 2008

Responsible for supervising, organizing and tracking design projects given by the creative director. Coordinated production with a team of designers and functioned as lead designer.

- Worked with the design director to review production schedules and resources
- Coordinated with design director to complete prototype requests and sales tools
- Lead and worked with a team of designers to design final production artwork
- Reviewed all work of team members and fielded questions and issues regarding art and design
- Reviewed final artwork and signed off on production art proofs
- Reviewed and approved pre-production samples
- Assisted with performance reviews of my team members
- Maintained a photo library of all products in my category
- Responsible for keeping my team on schedule and on task

**GRAPHIC DESIGNER: CRAYOLA, EASTON, PA**  
JANUARY 2005 - APRIL 2007

Responsible for design and production on all *Disney* licensed products. Functioned as lead designer for all packaging, components and merchandising in the *Disney* product line. Provided design and production assistance for the *Girlfitti* art and stationery line.

- Worked with the project manager to review production schedules
- Coordinated with project manager to complete prototype requests and sales tools
- Participated in graphic meetings with the marketing team
- Art directed photo shoots and provided photography selection
- Lead and worked with a team of vendors to finalize production artwork
- Reviewed final artwork and signed off on production art proofs
- Reviewed and approved pre-production samples
- Maintained a library of all artwork style guides provided by the *Disney* art and stationery team
- Fielded questions and issues regarding *Disney* artwork style guides
- Art directed and managed outside illustrators
- Provided process and project management for merchandising artwork and production
- Attended regular press checks to ensure consistency of brand standards

**GRAPHIC DESIGN CONSULTANT: LEHIGH VALLEY HOSPITAL, ALLENTOWN, PA**  
MARCH 2004 - AUGUST 2004

Responsible for design and production assistance for the monthly multi-page employee newsletter. Provided design and project management for specific projects given by the creative director including logos, brochures and promotional materials.

- Worked with the creative director to review production schedules
- Participated in graphic meetings with the marketing team
- Art directed photo shoots and provided photography selection
- Lead and worked with a team of vendors to finalize production artwork
- Reviewed final artwork and signed off on production art proofs
- Attended regular press checks to ensure consistency of brand standards

**GRAPHIC DESIGNER: R.M. SQUARED, ALLENTOWN, PA**  
JUNE 2003 - MARCH 2004

Responsible for design and project management for specific projects given by the creative director. Provided design and production assistance for posters, fliers, logos, newspaper and magazine ads for various clients. Functioned as lead designer on the *Dewalt's RV* account.

- Coordinated with creative director to complete sales tools
- Participated in graphic meetings and presentations to clients
- Provided photography selection
- Attended regular press checks to ensure consistency of brand standards