

shannon nella

ART DIRECTION & DESIGN

WHITE PLAINS, NEW YORK

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www.behance.net/nellacreative

EDUCATION

**PURCHASE COLLEGE
SCHOOL OF ART & DESIGN**

Bachelor of Fine Arts, Graphic Design

Purchase, New York | May 1999

GPA: 3.3 | Dean's List

SKILLS

EFFICIENCY IN:

Photoshop | Illustrator | InDesign

GoLive | Microsoft Office

EXPERIENCE WITH:

HTML & CSS | Dreamweaver

INTERESTS

Print | Typography | Promotion

Branding | Digital Marketing

Product Packaging

SUMMARY

Accomplished creative thinker with more than 15 years experience working closely with marketing executives, PR agencies and small business owners. Extensive background in print design with a concentration in promotion, marketing and brand development.

EXPERIENCE

GRAPHISH STUDIO, STAMFORD, CT

Creative Director, 2002 - Present

Graphic Designer, 1999 - 2002

Lead and collaborate with team on the design of promotional and marketing materials, branding, packaging, and digital communications

Provide oncept development, design and creative direction for clients such as Dove, Novartis, GSK, PEZ, Crayola and Edelman PR

Coordinate directly with clients and vendors from initial concept development, through creative execution and production

Participate in client presentations and new business pitches

Successfully manage and design multiple projects simultaneously under tight deadlines

Offer extensive knowledge of prepress and printing process

Award winning design: The Chemistry of Cointreau Promotional Kit

NELLA CREATIVE GROUP, WHITE PLAINS, NY, 2005 - PRESENT

Owner/Creative Director, 2005 - Present

Specialize in promotional design, event marketing materials, brochures, infographics, presentations, promotional campaigns

Develop innovative graphic design solutions that effectively position clients and brands

Design branding, packaging and promotion for clients in the areas of technology, beauty, healthcare, B2B and various small businesses

Translate subject matter into concrete design for promotional materials and sales collateral

Develop and maintain new and existing business relationships with clients, vendors and freelance artists