



ABOUT ME

Senior design professional with 17+ years' experience and comprehensive knowledge of Adobe Creative Suite.

Notable organization and delivery skills, combined with progressive design skills and a continued eagerness to learn makes for an accomplished designer with room to grow.

EDUCATION

ASSOCIATE'S DEGREE

July 2003 - June 2005
The Art Institute of Charlotte
Charlotte, North Carolina
Major: Graphic Design

TECHNICAL DEGREE

Sept 2000 - Dec 2000
North Montgomery County Tech
Lansdale, Pennsylvania
Course: Commercial Art

EXPERTISE

Photoshop/Illustrator/InDesign

Premiere Pro

Cinematography

Google Web Designer

PowerPoint/Word

EXPERIENCE

JUNE 2019 – CURRENTLY

Gray TV – Charlotte, NC
Title: Senior Digital Designer / Graphic Compliance Coordinator
Duties: Work remotely with the video production team to produce compliant video offer cards for most automotive brands while serving as a point of contact to obtain co-op eligibility documents for monthly audits and co-op claims

JUNE 2016 – JUNE 2019

Gray TV (formerly Raycom Media) – Charlotte, NC
Title: Senior Automotive Digital Designer
Duties: Facilitate training and lead a team of talented automotive digital designers through the tactical production of interactive digital advertising that is compliant on a local and national level

MARCH 2015 – JUNE 2016

Raycom Media – Charlotte, NC
Title: Digital Designer
Duties: Working collectively, in a fast pace environment, with a team of designers to produce cross-platform display ads, while gaining leading edge certifications and progressing with this digital revolution.

JULY 2010 – JAN 2015

Table Talkers Inc - Virginia Beach, Virginia
Title: Graphic Designer
Duties: Work remotely, primarily designing and managing table top advertisements for restaurants and businesses spanning the east coast, while simultaneously providing promotional print design and marketing material for businesses in the local market

REFERENCES

“Christina Gorman
Manager of Digital
Design at Gray Television
Shannon always
exceeds my
expectations
christina.gorman@gray.tv
704-651-0406”

“Brian Huss
Executive VP of
McAllister Mills, Inc.
Shannon is a true team
leader that pulls the
best out of others
bhuss@mcallistermills.com
704-787-2056”

“Eric Peterson
Creative Professional
Shannon is one of the
most organized and
creative professionals I
have worked with
allthingseric@gmail.com
704-649-3169”