

SHAWN DENNIS

SENIOR ART DIRECTOR/DESIGNER

407.461.6721

shawnd32792@yahoo.com

shawn-dennis.com

PERSONAL SUMMARY

I am a Senior Art Director/Designer located in Longwood, FL. with more than 22 years in the design and marketing industry. Being both and digital and print literate, I have managed a wide variety of design projects from conception to completion. I am highly proficient in current design software applications and technology and work predominantly in the Mac OS.

SUMMARY OF QUALIFICATIONS

- Extensive experience with directing and managing creative teams of graphic designers, production artists, copywriters, web producers and outside contractors/agencies.
- Experience with collaborating with other departments (i.e. account service team, production, etc).
- Proficient in a variety of media: print, web, interactive, etc.
- Excellent organizational and communications skills. Work well in a team or individually.
- Exceptional design and conceptual skills include a well-developed sense of composition, typography and color.
- Ability to work effectively with clients and deliver under deadline constraints.
- Highly proficient in the Macintosh OS and skilled in the Windows environment.
- Fluent understanding of web-based technologies, cross-platform and cross-browser design issues

SKILLS AND EXPERTISE

Adobe Creative Cloud
(Photoshop, InDesign,
Illustrator, etc.)

Microsoft Word, Excel
& PowerPoint
Django CMS Environment

WordPress
MailChimp
Constant Contact

WORK EXPERIENCE

SENIOR ART DIRECTOR 10/17 - PRESENT - CRANK - ALTAMONTE SPRINGS, FL

Responsible for developing initial website design, development and maintenance. Responsible for the design, layout and production of web banners and other digital assets. Responsible for the design, layout and pre-press production of pocket folders, brochures, advertisements, trade show graphics and other print collateral.

SENIOR ART DIRECTOR 10/15 - 10/17 - PATTERSON-BACH - MAITLAND, FL

Responsible for developing initial website proposals, architecture, design, development and maintenance. Responsible for the design, layout and production of web banners and other digital assets. Responsible for the design, layout and pre-press production of pocket folders, brochures, advertisements, trade show graphics and other print collateral. Art directed photo shoots.

MARKETING MANAGER 10/11 - 5/15 - RSR GROUP, INC. - WINTER PARK, FL

Responsible for all aspects of website development and maintenance, including to maintaining an accurate image database and FTP site, website template coding and monitoring of website analytics. Responsible for the design, development and deployment of all company HTML email campaigns. Managed a database of all customer email accounts. Responsible for the achievement of marketing/communications mission, goals and financial objectives. Ensured that evaluation systems are in place related to these goals and objectives and report progress on a daily basis. Attended trade shows to facilitate set up and operation of trade show booth.

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**WORK
EXPERIENCE**

DESIGNER 3/10 - 5/11 - SQUAREFACTOR - ALTAMONTE SPRINGS, FL

Responsible for Flash banner design and development, rich media design and development (Unicast), UI design, landing page design and development, website content and functionality integration through CMS (Django).

SENIOR ART DIRECTOR 8/02 - 3/10 - PATTERSON-BACH - MAITLAND, FL

Responsible for developing initial website proposals, architecture, design, development and maintenance. Responsible for the design, layout and production of web banners and other digital assets. Responsible for the design, layout and pre-press production of pocket folders, brochures, advertisements, trade show graphics and other print collateral. Art directed photo shoots.

GRAPHIC DESIGNER 1/01 - 8/02 - INLINE TECHNOLOGY MARKETING - LONGWOOD, FL

Responsible for design and HTML programming of client websites. Designed and maintained company website. Responsible for the design, layout and pre-press production of pocket folders, brochures, advertisements, trade show graphics and other print collateral.

SENIOR GRAPHIC DESIGNER 4/97 - 1/01 - RSR GROUP, INC. - WINTER PARK, FL

Designed and maintained company web pages and redesigned company's current logo. Responsible for the design, layout and pre-press production of flyers, catalogs, newsletters, media kits, advertisements, trade show graphics and other print collateral. Attended trade shows to facilitate set up and operation of trade show booth.

EDUCATION UNIVERSITY OF CENTRAL FLORIDA - ORLANDO, FL

Graduated with Bachelor of Arts Degree specializing in Graphic Design - May 1997

**MILITARY
EXPERIENCE**

INVENTORY MANAGEMENT SPECIALIST - SERGEANT 1987 - 1991 - U.S. AIR FORCE

Gulf War Veteran

References available upon request.