

SHAWN JEFFERSON

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OBJECTIVE

A resourceful and product-oriented Graphic and Interactive Media Designer with a strong marketing background seeking to utilize creative talent and technical skill in a full-time position in the area of communications, advertising, and/or public relations, including, but not limited to graphic design, web and interactive design/development, publication layout/design, photography, and audio-visual production.

EDUCATION

UNIVERSITY OF MARYLAND COLLEGE PARK

Bachelor of Arts, Art Studio (Graphic Design/Multimedia), 2005

Bachelor of Arts, Criminology & Criminal Justice (Business Law/Juvenile Justice), 1999

TECHNICAL SKILL

GRAPHIC/INTERACTIVE DESIGN

Adobe Creative Suite (Photoshop, Dreamweaver, Edge, Flash, Illustrator, InDesign, Acrobat Pro)

WEB DEVELOPMENT

HTML5, CSS3, Java Script, PHP, SQL, XML

AUDIO/VIDEO PRODUCTION:

Avid, Final Cut Pro, Adobe Premiere, After Effects, Motion, Pro Tools, Reason, Sonar

EXPERIENCE

WEB DESIGNER

PCI Communications, Alexandria, VA (4/11 - 4/13)

Played a key role in creating a Web & Interactive Design Department at a creative, marketing and public relations agency with commercial, non-profit, and government agency clientele.

- Designed, developed and maintained websites
- Designed and implemented online marketing campaigns and managed social media outlets
- Assembled and directed development teams for projects
- Interfaced with vendors and service providers
- Performed for video and audio projects

WEB & GRAPHICS MANAGER / ART DIRECTOR

Goodwill of Greater Washington, Washington, DC (4/08 - 4/11)

Supported Marketing Department with graphics/multimedia design and production.

- Successfully rebranded GGW's regional retail, job training, and contract operations.
- Designed, developed and maintained websites incorporating ADA and CARF compliance.
- Designed all print and online marketing, social media and PR collateral, fund-raising campaigns, multimedia presentations, events, and curriculum material.
- Interfaced with vendors and service providers

GRAPHIC DESIGNER / SENIOR PRODUCTION OPERATOR

Cushman and Wakefield at Discovery Communications, LLC., Silver Spring, MD (4/06 - 4/08)

- *Design and produce print projects for network programming collateral and in-house communications*
- *Project coordination, personnel training and supervision.*
- *Interfaced with vendors and service providers*

SIGNS & GRAPHICS SPECIALIST / PRODUCTION MANAGER

Fed Ex Kinko's, Silver Spring, MD (9/05 - 1/07)

Head Signs and Graphics Department at the Silver Spring branch.

- *Print and finished oversized print jobs on a number of different materials using various oversize printing machinery.*
- *Design and produce graphics and layouts for print.*
- *Project coordination, training of new employees and shift supervision.*

GRAPHIC DESIGNER / TYPESETTER

Fed Ex Kinko's, Document Creation Center, College Park, MD (4/04 - 9/05)

Provide layout and graphic design services for small businesses and corporate clientele.

- *Support Fed Ex/Kinko's east coast branches with print design and typesetting services.*
- *Project coordination, training of new employees and shift supervision*

MULTIMEDIA CONSULTANT

University of Maryland, Communications Office, College Park, MD (8/03 - 12/03)

Maintained content and designed multimedia material for the university's public relations website, including editing, graphics, animation, and streaming audio/video.

MULTIMEDIA SPECIALIST

Georgetown University, Gelardin New Media Center, Washington, DC (4/03 - 11/03)

Supported faculty, students, and staff by providing computer and audio-visual technical support for the use of digital and other non-print information resources.

- *Provided software/hardware support, and maintenance for computers and A/V equipment*
- *Assisted with locating and retrieval of scholarly electronic resources*
- *Consulted on design and content for multimedia productions*
- *Maintained Georgetown University Library System's website*
- *Trained and supervised student employees*

MULTIMEDIA COORDINATOR

Natl. Assoc. of Drug Court Professionals & Natl. Drug Court Inst., Alexandria, VA (1/00 - 9/03)

Created and headed the Multimedia Department responsible for developing multimedia material for marketing and training curriculum.

- *Designed layouts for print publications and research monographs*
- *Designed, developed and maintained the organizations' websites*
- *Produced video and multimedia presentations, creating interactive training tools*
- *Created and maintained catalogue system for multimedia library and archive*
- *Maintained workstations, accessories and servers*
- *Maintained audio/video recording and editing equipment*

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HONORS/HOBBIES

- *Understand and speak Spanish as a second language.*
- *Benjamin Banneker Recipient; Full 4-year academic scholarship, U of MD*
- *College of Arts and Humanities Student Advisory Council (Dept. of Art, U of MD)*
- *Member of National Association of Photoshop Professionals (NAPP)*
- *Member of American Marketing Association (AMADC)*
- *Practice Traditional Shaolin Kung Fu*
- *Vocalist and writer for 'Eastern Standard Time' (Caribbean-Jazz Band)*
- *Freelance graphic and web design, photography and audio/video production*

Professional references available upon request