

S H A W N

S T I G S E L L

BACKGROUND

15 years of experience with in many areas of the graphic design industry. From independent clients as well as larger cooperations and non-profits.

EXPERIENCE

Stigsell Creative, 2016 – Present

Freelance Designer

- Strong knowledge of print production with experience in pagination, color correcting, print and digital editorial design for companies such as Beckett Media
- Consult with clients to develop and plan creative strategies for their projects
- Create marketing materials for businesses nationwide relating to print collateral and social media content
- Develop branding identity for multiple non-profit organizations and independent business owners, including: logos, brochures, packaging design, business cards, mood boards, event signage, social media material and billboards

HCL Technologies, 2007 – 2016

Art Director

- Designed business to business print and digital magazines and print collateral materials
- Coordinated outsourcing transition from onshore team to the offshore team based out of India
- Oversaw offshore team's designs and communication with their editors
- Orchestrated and facilitated meetings with multiple creative groups

EDUCATION

University of Minnesota Duluth, 2000-2005

Major: Bachelor of Fine Arts in Graphic Design

Minor: Photography

SKILL SETS

- Editorial (Print & Digital)
- Branding
- Marketing
- Collateral
- Print Production
- Photography
- Creative Solutions

APPLICATIONS

- Adobe Creative Suite
- Wordpress
- Social media applications
- Mags+