



SHAWN MARTIN

GRAPHIC DESIGN | INTERACTIVE DESIGN

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CORE COMPETENCIES

- Graphic Design
- Web Design
- Interactive Design
- Logo Design
- Typography
- Illustration
- Team Leadership
- Marketing & Advertising
- Client Relations
- Staff Training & Mentorship
- Cross-Functional Collaboration
- Process Improvement

EDUCATION

Art Institute of Fort Lauderdale,
Fort Lauderdale, FL
Associate of Arts – Graphic Design

SKILLS

- Adobe Creative Suite
- HTML / CSS
- Engaging Networks
- WordPress
- InVision
- Zurb Foundation
- Microsoft Office

AWARDS

- PETA's Exceptional Performance Award 2017
Outstanding Contributions to the Engaging Networks Migration Project
- W3 Gold Award 2010
General Website - Activism: PETA Elephants Never Forget

Versatile, inventive Designer highly regarded in Graphic and Interactive Design for industry leaders, including PETA and AOL. Proven track record of leveraging technical expertise to create visually stunning websites, graphics, and other content to drive engagement and reach wide audiences in competitive markets. Builds and maintains lasting relationships with key team members at all professional levels, driving company objectives through a people-focused, design-forward approach. Out-of-the-box thinker committed to making continuous process, technical, strategic, and customer communication improvements to enable growth.

PROFESSIONAL EXPERIENCE

PETA | Oregon City, OR

Interactive Design Lead

02/2010 - Present

- Collaborate with key team members at all professional levels to determine project requirements; ensure consistent branding and brand identity across all content to deliver a cohesive message; achieve consistent on-time, under-budget project completion while producing deliverables that exceed stringent expectations.
- Design user interfaces for some of the organization's network of 60+ Wordpress sites, which see an average of fifty thousand visitors daily; work with the development team to ensure each build is executed properly and is fully functional.
- Design, build, and manage peer-to-peer sites, Pagebuilder templates, and responsive HTML e-mails (which see an average click rate of 25%) in the Engaging Networks platform; write guidelines and provide well-received mentorship and training to new hires and junior team members.
- Utilize technical expertise in tandem with creative software to design and illustrate custom graphics for the organization's web content, including infographics, logos, web banners, animated e-cards and social media, reaching an audience of 15 million followers.

AOL | Dulles, VA

Senior Visual Interactive Designer

2008 – 2010

- Designed websites, modules, widgets, mobile applications, logos, e-mails, and animated banners for the AOL Search and AOL Local brands; worked with and presented mockups to leadership to ensure consistent branding.
- Conceptualized, illustrated, and animated content for the AOL client software, which was used by 6 million global clients.