

Shannon **KRESSIN**

305-812-5090

200 NE 20TH ST APT 238D, BOCA RATON, FL 33431
skressin@gmail.com

Experience

FREELANCE GRAPHIC DESIGNER

DROGA5, IRIS NATION, JARDEN AND OTHERS.

Miami, Florida. 2009–Current.

Providing design, art direction and production expertise to local agencies and businesses. Projects include brochures, logos, web design, advertising campaigns and package design.

DIGITAL ARTIST

CRISPIN PORTER + BOGUSKY.

Miami, Florida. 2007–2009.

Collaborated on the creation of a fresh, new brand identity for American Express Open, giving it a well developed and distinguished presence. Designed for a successful Old Navy pitch, proceeded by their spring and summer campaigns. Other accounts included Microsoft, Burger King, Miller Lite, Miller High Life, Volkswagon and Geek Squad.

ART DIRECTOR

THE LACEK GROUP, OGIWYONE WORLDWIDE.

Minneapolis, Minnesota. 2002–2006.

Established art direction and design for print collateral, direct mail and interactive projects. Implemented projects for Starwood Preferred Guest's loyalty marketing and the newly formed Ameriprise brand. Designed global and national campaigns for Starwood Hotels and Resorts, Ameriprise, National Car Rental and U.S. Bank.

GRAPHIC DESIGNER

LIFE TIME FITNESS.

Eden Prairie, Minnesota. 2001–2002.

Developed unique designs for company marketing of events, nutritional products and membership sales. Established overall design for a large-scale triathlon event that successfully attracted sponsors and athletes. Collaborated on an array of internal campaign materials to reach target audience.

DESIGNER

IPARES/DILLON NEW MEDIA.

Minneapolis, Minnesota. 1999–2001.

Designed websites, email marketing, banner ads and interactive CD-ROMs for Motorola, Deluxe Checking, MasterFoodServices and U.S. Bank. Created the company's interactive CD-ROM to showcase broad multimedia accomplishments to potential clients.

MULTIMEDIA DESIGNER

ENGINEERING ANIMATION, INC.

Ames, Iowa. 1996–1998.

Collaborated on interface designs for computer games, educational CD-ROMs and interactive kiosks. Provided print solutions to support company marketing and client materials. Clients included the Smithsonian Institute, Mattel Media, Elsevier Health Sciences and Hasbro Interactive.

CREATIVE DIRECTOR

ETHOS MAGAZINE. IOWA STATE UNIVERSITY.

Ames, Iowa. 1995–1996.

Lead creative team, from concept to completion, on a bi-monthly magazine publication. Created the annual template and provided unique design layouts and photography for feature articles. Small team won multiple awards that increased student appeal and broadened campus circulation.

Software

Expertise in Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver, Apple Keynote, Microsoft PowerPoint, Adobe Acrobat Pro, HTML and QuarkXPress.

Education

BFA IN GRAPHIC DESIGN

IOWA STATE UNIVERSITY. Ames, Iowa. 1998.

Awards

OUTSTANDING MAGAZINE ADVERTISING

MPA KELLEY AWARDS. New York, NY. 2008.

Spread winner on Geek Squad Wireless Awareness campaign at Crispin Porter & Bogusky.

GOLD CIRCLE AWARD

COLUMBIA SCHOLASTIC PRESS ASSOCIATION.

New York, NY. 1996.

Best cover design among collegiate magazine publications, second place.