

Shannon Kressin

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3051 ELIZABETH ST, MIAMI, FL 33133

Experience

MULTIMEDIA DESIGNER / ART DIRECTOR

DROGA5, REPÚBLICA, IRIS NATION, AND OTHERS.
MIAMI, FLORIDA. 2009–CURRENT.

Self-employed, providing expertise in design, art direction, and production for local agencies and businesses. Projects include creating websites, brochures, advertising campaigns, presentations, and brand identities.

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, and for the spring and summer campaigns. Other accounts included Microsoft, Burger King, Miller Lite, Miller High Life, Volkswagen, and Geek Squad.

ART DIRECTOR

THE LACEK GROUP, OGILVYONE WORLDWIDE.
MINNEAPOLIS, MINNESOTA. 2002–2006.

Provided art direction for print collateral, direct mail, and interactive projects. Implemented projects for Starwood Preferred Guest's loyalty marketing and Ameriprise's retirement materials. Designed global and national campaigns for Starwood Hotels and Resorts, Ameriprise, National Car Rental, Musicland, and U.S. Bank.

GRAPHIC DESIGNER

LIFE TIME FITNESS.
EDEN PRAIRIE, MINNESOTA. 2001–2002.

Developed print materials 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 a vast array of campaign materials to reach target audience.

DESIGNER

IPARES/DILLON NEW MEDIA.
MINNEAPOLIS, MINNESOTA. 1999–2001.

Designed websites, email marketing, banners, 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 video games, educational CD-ROMs, and interactive kiosks. Provided print solutions to support company marketing and client materials. Clients included the Smithsonian Institute, Mattel Media, Hasbro Interactive, Elsevier Science, and Mosby.

CREATIVE DIRECTOR

ETHOS MAGAZINE. IOWA STATE UNIVERSITY.
AMES, IOWA. 1995–1996.

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

Skills

Expertise in Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Dreamweaver, Apple Keynote, Microsoft PowerPoint, HTML, QuarkXPress, and Adobe Acrobat Pro. Additional experience includes Adobe Director, Adobe Flash, and CSS.

Education

BFA IN GRAPHIC DESIGN

IOWA STATE UNIVERSITY. AMES, IOWA. 1998.

Awards

SPREAD WINNER FOR OUTSTANDING MAGAZINE ADVERTISING

MPA KELLEY AWARDS. NEW YORK. 2008.

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

GOLD CIRCLE AWARD

COLUMBIA SCHOLASTIC PRESS ASSOCIATION.
NEW YORK. 1996.

Awarded second place for cover design among collegiate magazine publications.