

# SHANI AISHA POSTON

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## SUMMARY

Creative, detail-oriented Graphic Designer with 10+ years of experience producing digital and brand visuals that connect strategy and style. Skilled in e-commerce, campaign, and social design for major brands including Amazon, Victoria's Secret, Viacom, and education-focused organizations. Adept at managing multiple projects under tight deadlines while maintaining consistent visual storytelling and brand cohesion.

Core Strengths: Digital Design · Web Graphics · Visual Branding · Email Marketing · Social Content · Layout Design · Cross-Functional Collaboration

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## WORK EXPERIENCE

### Graphic & Digital Designer—Various Clients

*(Center for Responsive Schools · University of Chicago · BLK Opal Beauty & Fashion Fair · Snow City Arts)*

#### 2021–Present | Chicago, IL

- Design and deliver innovative digital + print assets for clients across education, beauty, lifestyle, and arts industries.
- Lead creative direction, visual branding, and campaign design for high-visibility organizations.
- Produce cohesive storytelling through social graphics, animations, email campaigns, and marketing visuals.
- Collaborate with marketing, content, and development teams to ensure alignment, quality, and timely delivery.

### Graphic Designer – Chicago Public Schools

#### 2014–2020 | Chicago, IL

- Designed and produced marketing materials for district-wide initiatives, including annual Back to School campaigns, school enrollment drives, and community engagement events.
- Created digital and print assets such as banners, posters, and informational flyers to support various departments and schools across the city.
- Collaborated with communications and administrative teams to ensure brand consistency and accessibility across campaigns.
- Contributed to the modernization of CPS's visual identity by developing fresh, student-centered designs that appealed to diverse audiences.

### Production Designer – Amazon.com (Contract)

#### 2022 | Remote

- Produced 500+ on-brand graphics for Back to School, Off to College, and Fall campaigns.
- Streamlined production workflows, boosting output 25% without compromising quality.
- Partnered with cross-functional teams to maintain cohesive branding across digital storefronts.

### Digital Designer – Victoria's Secret (Contract)

#### 2021–2022 | Remote

- Designed and updated web pages and email templates to support daily promotions and seasonal campaigns.
- Created digital assets for Holiday, Valentine's Day, and Semi-Annual Sale events.
- Ensured consistency with Victoria's Secret's established brand and digital standards.

### Digital Designer – ViacomCBS (Contract)

#### 2021 | Remote

- Designed digital marketing assets for the national Paramount+ launch campaign.
- Collaborated with content producers and marketing teams to deliver cohesive visuals across web, mobile, and social platforms.

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**EDUCATION**      **Columbia College Chicago—BFA, Graphic Design**  
2008–2012 | Chicago, IL

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**KEY SKILLS**

- **Design Tools:** Adobe Photoshop, Illustrator, InDesign, After Effects, Figma, Canva, HubSpot, Microsoft Office
  - **Expertise:** Digital Design · E-Commerce Design · Email Marketing · Social Media Content · Typography · Branding · Print & Web Layout
  - **Professional Skills:** Creativity · Collaboration · Time Management · Adaptability · Problem Solving · Attention to Detail
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**SELECTED  
PROJECTS**

- **Teach Our Children | Rebrand:** Developed a refreshed identity system including logo, color palette, and collateral to align with the organization's mission.
- **Amazon | Fall + Back to School Campaigns:** Delivered hundreds of digital assets across web and mobile, enhancing engagement and production efficiency.
- **Victoria's Secret | Seasonal Email Designs:** Executed daily web and email updates for ongoing promotions and flagship product launches.
- **Snow City Arts | Art Party Series:** Led the visual concept and design for Snow City Arts' Art Party teaching series—an interactive virtual art program connecting hospitalized children across Chicago with creative learning experiences. Developed the full visual identity for the series, including logo, color system, and digital graphics, establishing a playful yet professional look that helped make art education more engaging and accessible in a hospital setting.
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