

# Shani Poston

Graphic Designer

[heyshani@3sugarscreative.com](mailto:heyshani@3sugarscreative.com)

[www.3sugarscreative.com](http://www.3sugarscreative.com)

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**Highly-skilled, task-oriented and creative designer with 10+ years experience and expert knowledge of Adobe Creative Suite software, design, digital design, print design, typography, layout and production processes. I am a highly-punctual and exceptional team player in that I take direction well and successfully collaborate with others.**

**Other specialties include well-developed design skills, organizational skills, excellent communication skills and abilities along with being an adept artist, designer and problem-solver. I understand current design and social trends, being organized and innovative.**

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## WORK EXPERIENCE

### **Amazon.com**

Contracted Production Designer

Designing strongly branded promotional graphics

Optimizing digital images for web

Developing clean and effective graphic templates and style guides

Fulfilling multiple project requests while simultaneously meeting tight deadlines

Acting as design liaison between design and retail category business team

Work with the Art Directors to develop campaign concepts for new products and services

June 2022 - Present |

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## **Victoria's Secret**

### Contracted Digital Designer

Support the adaptation of seasonal creative branding artwork based on marketing strategy and product needs.

Collaborate with design, graphics and copy teams to execute creative graphic direction that ties into the timeless and seasonal concepts.

Prepare artwork for production

November 2021 - June 2022

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## **Viacom**

### Contracted Digital Designer

Provided creative comps - developed ideas and worked to evolve each initiative strategically for the Paramount+ App launch in Australia

Identified and initiated work and developed existing briefs to improve quality of output

Worked with teams to provide creative for movies and show series for Paramount+ App launch

Managed the development of creative materials from conception through production

Working knowledge of web and mobile standards for graphics and how it informed the development of digital output

February 2021 - May 2021 | United States

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## **Chicago Public Schools**

### **Graphic Designer**

Designed and created a wide variety of complex communications materials for the Chicago Public Schools Communications and marketing department including being apart of the 2019-2020 School Year Back To School Campaign Design and development

Conferred with and advised staff regarding project specifications such as paper stock, graphic content, layout and media requirements;

Created composites and developed concepts depending on needs and budgetary considerations

Planned, prepared, designed, and executed the design of professional graphic artwork including, but not limited to, brochures, newsletters, displays, chart, graphs, maps, diagrams, transparencies, posters, banners, business cards, forms, web pages, and promotional materials

Processed completed artwork and layouts to the appropriate media format in preparation for production

Effectively used design/layout programs produce files for maximum printability and design effect

Effectively used photo imaging programs and scanners to enhance and manipulate photos to produce maximum printability and design effect

Effectively used illustration programs to create artwork or design elements to enhance the design/layout for maximum printability and design effect

Conferred with requesting department and print shop staff to coordinate production of graphics materials, ensuring service efficiency

Researched and remained abreast of innovative materials, methods, and techniques related to graphic design within education

Perform all other tasks and duties as assigned

April 2018 - January 2020 |

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## **Moody Bible Institute**

### **Digital Designer**

Developed and executed new, internal marketing communications team's creative strategies, including promotional materials, web, and events.

Developed and executed on creative by understanding market needs and collaborating with marketing communication ministry partners for Moody Radio, Moody Publishers and Education Departments.

Produced promotional materials and graphics for Moody Radio, Moody Publishers and Education Departments by developing presentation approaches and directing layout and design.

Ensured that all job and campaign deadlines were met  
Created and maintained files and naming systems for all creative assets and resources, such as software, art materials, and unique fonts.

Evaluated and managed production resources to enhance high productivity and ensure quality

Leader among other members of the graphic design team to maximize creativity and excellence in performance and delivery

Performed other duties as requested.

June 2017 - July 2018 | Chicago, Illinois, United States

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## **EDUCATION**

### **Columbia College Chicago**

Bachelor of Fine Arts, Graphic Design

September 2008 - May 2012 | Chicago, Illinois, United States

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## **SKILLS**

**Adobe Acrobat, Adobe Creative Suite, Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Brand Design, Branding, Branding, Collaboration, Content Management System, Detail Oriented, Digital Design, Digital Illustration, Google Slides, Keynote, Layout, Mac OS, Microsoft Office, Microsoft Powerpoint, Multi Tasking, Organizational Skills, Packaging Design, Print Design, Print Design, Procreate, Retail Design, Social Media Design, Trello, Typography, Web Graphics, Windows Operating Systems, Writing**