



Chicago/Chicagoland, IL USA

# SHANI AISHA POSTON

DIGITAL/GRAPHIC DESIGNER

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## EDUCATION

BFA, Graphic Design

**COLUMBIA COLLEGE CHICAGO**  
2008 – 2012

## SKILLS

- Adobe Illustrator
- Design Principles
- Adobe Photoshop
- Adobe Creative Cloud
- Layout Design
- Typography
- Digital Design
- Illustration
- Research & Ideation
- Adobe InDesign
- Social Media
- Print Design
- Designing for the web
- Adobe Creative Suite
- High-level proficiency in
- Microsoft Office
- High-level proficiency in Mac OS
- Windows Operating Systems
- Packaging Design
- High-level proficiency in all design software
- Branding
- Excellent written communication skills
- Strong planning and organizational skills
- Team player
- Innovative
- Punctual
- Positive
- Independent
- Efficient
- Hardworking
- Motivated
- Thorough & fast learner
- Works well under pressure and in fast-paced environments
- Able to manage multiple projects simultaneously

## AWARD & HONORS

**2010 ILLINOIS COLLEGE PRESS AWARDS**

First place advertising campaign for the Columbia Chronicle

## PROFILE

Highly-skilled, task-oriented and creative designer with 10+ years experience in design, digital design, social media content creation, web graphics, email marketing design, digital marketing design, designing for the web and more. I am a highly-punctual and exceptional team player in that I take direction well and successfully collaborate with others. I possess great integrity, well-developed design skills, written communication skills and abilities along with being an adept artist, designer and problem-solver. I am deeply passionate about having a good plan, process, being organized and coming up with innovative ideas.

## EXPERIENCE

### CONTRACTED DIGITAL DESIGNER

**Victoria's Secret | November 2021 – Current**

- Design and produce sophisticated creative for desktop and mobile site updates and marketing offers
- Provide design and production support for daily site and mobile launches and updates
- Understand the creative and marketing objectives for each project assigned
- Work with Art Directors and Web Design team to extend and optimize Web functionality, site architecture, user interface and navigation
- Ensure deadlines for assigned projects are met
- Produce, optimize and output final Web-ready digital artwork in support of daily site updates

### CONTRACTED DIGITAL DESIGNER

**ViacomCBS | February 2021 – May 2021**

- 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

### VISUAL/GRAPHIC DESIGNER

**Chicago Public Schools | April 2018 – January 2020**

- 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

### DIGITAL DESIGNER

**Moody Global Ministries/Moody Bible institute | June 2017 – July 2018**

- 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.

### GRAPHIC DESIGNER

**Brickfish Social Media Technology Company | January 2013 – August 2017**