

Shawn Preston

User Experience & Graphic Designer



202.595.4733



sgpreston.design



linkedin.com/in/sgpreston



shawngpreston@gmail.com

Experience

Graphic Designer

Illinois Office of Comptroller

January 2020 – Present

- Concept, design, and create social media posts for special events and days of government recognition. Coordinate efforts with External Affairs for public-facing and high-profile events.
- Create printed certificates and social media posts to recognize honorees of the Comptroller's heritage month series. Manage internal graphic design requests such as signage, documents, and presentations.
- Design icons, charts, graphs, and revise layouts to complete *Comptroller's Quarterly* and other regular publications.
- Update state-level statistics and relevant information for social media and website posting on a daily basis during the COVID-19 pandemic.

Freelance Designer

User Experience and Graphic Design

July 2018 – Present

- Conducted user research via guerilla interviews, surveys, contextual inquiries, and competitive analyses to discover trends and opportunities.
- Used affinity mapping, personas, problem and solution statements, and other data synthesis methods to clarify direction and achieve goals.
- Utilized tools such as site maps, layout wireframes, user flows and card sorting to arrive at information architecture solutions.
- Applied color theory, appropriate typography, and iterations of sketches and testing to progress through wireframing to paper and digital prototypes.
- Created prototypes to test and refine ideas, implementing user feedback into each iteration to develop Minimum Viable Products.

Graphic Designer


Outreach Process Partners, LLC

October 2015 – July 2018

- Created custom outreach tools including print design materials, digital advertisements, infographics, and videos. Translated strategic direction and communication efforts into successful visual media campaigns.
- Gathered data and formatted, drafted, and edited reports for FEMA-specific programs, notably the National Dam Safety Program Biennial Report to the United States Congress.
- Designed national campaign materials such as interactive fact sheets for the public, an aggregated resource website for dam safety program stakeholders, and promotional film materials for first responders.

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Experience (con't.)

Training Specialist SAVA Workforce Solutions, LLC January 2007 – December 2013

- Served as the lead liaison between federal agency managers and subject matter experts to design, write, develop, conduct, and iterate specialized training for new employees. Completed 13 training iterations reaching more than 100 employees of a 300-person organization.
- Designed, developed and served as lead instructor on training programs for new employees as well as refresher training and database update training. Created and maintained instructor guides, skill assessments, course materials, and course evaluations.
- Wrote instructional workbook materials including hands-on exercises, worksheets, training aids, course objectives, and course agendas.
- Assisted in the creation and in-person instruction of five training modules for the U.S. Intelligence Community to standardize watchlisting standards. Completed six customized training iterations totaling 1,200 trainees.

Software Skills

- | | | |
|----------------------|------------|------------------|
| Adobe Creative Cloud | inVision | Microsoft Office |
| • Illustrator | Sketch App | • Excel |
| • InDesign | WordPress/ | • Powerpoint |
| • Photoshop | HTML/CSS | • Word |
| • Premiere | | |

Education

- | | |
|----------------------|---------------------|
| B.A., Graphic Design | UX Design Immersive |
| Marymount University | General Assembly |
| Arlington, Virginia | Chicago, Illinois |
| Summa Cum Laude | |

Military Service

- United States Air Force
April 2004 – September 2006
Honorable Discharge