

# Patricia Shetley

UX/UI and Brand Design

I create and implement print and digital design solutions to achieve business goals. Using left- and right-brain talents, I design for users and the organizations who love them.

## Marketing Designer

PSA Designs: 1990 – Present

- Design, write, and produce
- Tweak HTML, CSS, and JavaScript
- Select, negotiate with, and manage vendors
- Troubleshoot processes
- Develop creative briefs
- Develop and manage budgets
- Mentor and build relationships

## Contract Acct. Mgr/Graphic Designer

Virtuoso, Ltd: 2009 – present

- Awarded Travel Weekly Magellan Awards 2010, 2011
- Attained 25% production cost reduction through restructure of vendor fees
- Achieved 20% reduction in production turnaround through production schedule analysis, revision, implementation
- Design and produce for high volume direct mail, catalogs

## Contract Graphic Designer/Manager

Su Development: 1999 – present

- Accomplish marketing milestones through visual design, project management, community engagement, art direction
- Final deliverables include brand, stationery, environmental graphics, copywriting, web design, programming, print advertising, business development

## Contract Art Director, Graphic Designer

Lancs Industries: 2003 – 2004

- Increased sales and industry visibility through re-branding, design, production, vector art, photography art direction
- Final deliverables included brand, stationery, catalog, web assets

Previous Positions

**Staff Art Director**

**Staff Graphic Designer**

## Strengths

Design, Copywriting,  
Brand Adherence

## Technologies

InDesign, Illustrator, Photoshop,  
QuarkXPress, Microsoft Office,  
Acrobat, Google Docs, Sketch3,  
Balsamiq, UsabilityHub, InVision,  
Sublime, Basecamp, HTML, CSS

## Education/Training

Moore College of Art & Design  
BFA in Graphic Design

University of Washington  
Certificate in Web Design with  
Adobe Creative Suite

Bloc

UX/UI and Frontend Development

## Contact

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