SHANNON MAY HALL
Visual / UI Designer & 2D Artist

Email: shannonhartist@gmail.com
Portfolio: https://www.shannonmay.co.uk
Location: Colchester, Essex, UK

PERSONAL PROFILE

Professional graphic designer with both studio and remote working experience looking for her next creative challenge. At ease with modern design tools such as the Adobe creative suite and Figma, using them for content creation across UI/UX, digital and print design. Used to working in fast-paced environments independently or as part of a team. Creates intuitive and data-led designs with a high attention to detail.

KEY SKILLS

● *Design and Branding Skills*: Graphic Design, Illustration, Vector Graphics, Print Design, Social Media Graphics, Packaging, UI Design, Photo Editing, Motion Design, UX Design

● *Professional Skills:* Social Media Marketing, Crowdfunding, Project Management, Art Teaching & Mentoring, UX Research

● *Software Skills:* Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Figma, Live2D Cubism, Adobe Premiere Pro, Adobe InDesign, Microsoft Office Suite, HTML, CSS

WORK EXPERIENCE

Shannon May Art - *Designer and Digital Artist*

MAY 2023 - PRESENT
- Worked with clients such as: Epic Games, Signals Arts Charity, House Izezweth Games, Skechers and the Natural Health Beauty Awards
- Produced illustrations, product designs, design systems, motion graphics, social media content and art tutorial videos.
- Streamed the creation of art and design assets to a live audience.
- Curated social media feeds across Facebook, Twitter, Instagram and Tiktok.
- Teaching and mentoring experience in videogame art & design.

ACHIEVEMENTS
- Crowdfunded 2 art-based product Kickstarter campaigns: This included product design, running social media campaigns, and managing fulfilment of the products. These campaigns gained over 5x their funding goal.
- Created a design system and assets for 'Fall Guys' working with Mediatonic.
- Produced 2D art assets for published game 'M.A.C.S' working with House Izezweth.
- Guided students to submit games to the BAFTA Young Game Designers competition, and prepared them to take part in a showcase event with industry professionals.

Mid-Weight Graphic Designer - *DC Thomson*

JUN 2017 - MAY 2023

- Produced layouts for magazine titles in lifestyle (Women's Health, Fashion, Gardening, Beauty), education, and crafts.
- Created supplementary designs for magazine brands such as covermount products, book supplements, web banners and social media posts.

ACHIEVEMENTS

- Liaised with the subscriptions team to create data-led page designs, which helped to push 'Grow Your Own' into the top 10 grossing titles within DC Thomson.
- Took part in trials to improve designer-to-editor communication via InCopy and provided detailed feedback and recommendations, which made our processes more efficient and opened up more studio time to work on additional projects.

Artwork Executive - *Colchester Press*

APR 2016 - MAY 2017

- Lead a team of print designers to deliver projects to brief specifications to bespoke client defined standards on time and on budget.
- Met with customers and clients to define and develop the brief as the project progressed.
- Managed brand consistency and created assets for the Colchester Press social media channels, website and internal branding.

ACHIEVEMENTS

- Successfully trained an apprentice in print design.

Creative Designer- *MEDIArcher Design*

FEB 2014 - APR 2016

- Collaborated with clients to realise their branding visions, from concept to print and digital artwork.
- Designed in-house products and attended sales events/conventions to support their promotion.

ACHIEVEMENTS

- Designed in-house products point of contact sale displays, contributing to a 20% year-on-year surge in convention events sales.

EDUCATION

UI/UX Design CPD Certification - *School of UX* 2023 - 2024

Linkedin Video Courses - *Linkedin Learning* 2020 - 2023

- *Software Skills:* Indesign Refresh, Figma Training, Photoshop Refresh, Figma for UX Design, Motion Graphics for Social Media, Logo Design: Visual Effects
- *Professional Skills:* Modern Print Production, Social Media for Graphic Designers, Marketing Foundations, Mobile Marketing: Creating a Strategy

DipHE Computer Science - *Essex University* 2010 - 2012

A Levels - *Colchester Sixth Form* 2007-2009

- Information Technology, Art History, Psychology, Critical Thinking, Business Studies