



shannonkirkpatrick.com

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Shannon Kirkpatrick

Graphic Designer

I am a multi-disciplinary designer at the intersection of fine art, editorial design, and architecture. Above all, **I tell stories through design.**

EDUCATION

S.I. Newhouse School of Public Communications, Syracuse University
B.S. Graphic Design, minors in Architecture and English & Textual Studies - May 2023

Honors — Annual Dean's List Recipient

AWARDS

Marshall Matlock Award
Society for News Design (2023)

Student Designer of the Year
Society for News Design (2023, 2022)

American Graphic Design Award
GDUSA (2022)

SND News Design Awards
3rd and Honorable Mention in Front Page (2022)

Devesty-Williams Scholar
Syracuse Press Club (2021)

AEJMC Best of Design
Best in Branding & Stationery category (2021)

Southeast Colloquium Creative Contest
1st in Publication & Editorial Design; Honorable Mention in Branding; Honorable Mention in Illustration (2021)

Graphis New Talent
Silver and Honorable Mention (2021)

SND News Design Awards
Best Student Newspaper, Best Sports Design (2021)

Young & Amazing Award, Fine Arts
Everson Museum of Art (2019)

Fengler Scholarship
Website Design and Videography (2019)

Pay It Forward
Art Scholarship (2019)

EXPERIENCE

GRAPHIC DESIGN INTERN | Kolisi Foundation (Cape Town, South Africa)

June 2023 – present

Assisted the non-profit organization with a variety of print and digital design projects, including a print annual report, promotional materials, and an animated explainer video · Designed within the previously defined brand guidelines, while producing fresh, exciting work · Created social media posts and captions for all platforms · Helped with the NGO's programs to contextualize and humanize the work

FREELANCE DESIGNER | Vital Impacts (Remote)

January – June 2023

Worked on a social media campaign for non-profit organization's photography grant announcement · Brainstorming fresh typographic styles using existing brand standards, logo, and images · Created favicon for website

PRINT & DIGITAL DESIGN INTERN | Star Tribune (Minneapolis, MN)

June – August 2022

Designed section front pages, inside jump pages, and double-truck spreads in Adobe InDesign · Art directed and created feature page illustrations in Procreate and Adobe Illustrator · Translated print illustrations and stories to the website using HTML and CSS · Collaborated with various copywriting, graphics, and design teams

PRESENTATION DIRECTOR | The Daily Orange (Syracuse, NY)

September 2019 – June 2022 (previously: Design Editor)

Led team of six designers each night of digital and print production · Guided visual look and art direction of print paper on tight deadline · Brainstormed and pitched graphic ideas and illustrations · Designed special guides, spreads, and illustrations—including food spreads and special sections with custom illustrations

BRANDING DESIGN INTERN | Revive Glassworks (Kahului, HI)

June – August 2021

Established e-commerce presence on website, 3rd-party websites—Etsy, eBay, Amazon—and Instagram · Created brand guidelines and logo variations from existing logo in Adobe Illustrator · Developed Facebook and Instagram content for new company · Assisted main photographer in photographing and editing available products · Used SEO strategy to increase attention

RELEVANT SKILLS

Adobe Creative Suite

InDesign, Illustrator, Photoshop, AfterEffects, XD, Premiere Pro, Aero, Dimension

Figma

Blender, Photogrammetry, Rhinoceros 3D

HTML/CSS

Wordpress, Squarespace

Procreate for iPad

Social Media

Instagram, Facebook, Twitter

Keynote, PowerPoint, Google Slides