

SHAUNESSI LAMM

Senior Graphic Designer
Creative Director

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PROFILE

Accomplished and highly creative designer with versatile skill set to produce engaging original material for diverse promotional needs in alignment with organizational branding strategy. Team leader and effective communicator proven to develop and manage collaborative design teams to achieve objectives.

AREAS OF EXPERTISE

- Brand Development/Redesign
- Project Management
- Print & Digital Materials
- Product Line Launches
- Sales Strategy / Support
- Social Media Outreach
- Collaborative Management
- Product & Packaging Design
- Creative Leadership
- Photography

TECHNICAL SKILLS

- InDesign CC
- Photoshop CC
- Illustrator CC
- Acrobat Pro CC
- Microsoft Office Suite
- Slack
- Box/DropBox

EDUCATION

Design Certification

University of Oregon
Eugene, Oregon

B.A., Art & History

Portland State University
Portland, Oregon

Completed General Studies

Mt. Hood Community College
Gresham, Oregon

PROFESSIONAL EXPERIENCE

Senior Designer & Brand Manager, Fizz & Bubble / Chill Beauty

Wilsonville, OR // September 2017 to Present

Collaborate with cross-functional teammates to deliver comprehensive marketing and graphic design expertise for high-volume startup company. Spearhead design and development of printed marketing tools, product packaging, and organizational website. Produce detailed 3D renderings of new products and packaging to showcase and enhance potential designs. Produce effective advertising material by building new digital assets and conducting lifestyle and product photography. Connect with retail partners to secure in-store merchandising opportunities. Drive customer outreach by creating trade show booth elements and promotional items. Manage extensive projects with oversight of budgets, vendor relationships, and design leadership. Develop engaging sales presentation decks to assist sales team in achieving revenue targets. Leverage extensive design expertise to generate creative solutions.

- Led comprehensive Chill Beauty product line launch, including development of brand aesthetic, print and digital marketing collateral, and package strategy.
- Conceptualized, developed, and managed production for over 20 original branded product packages on monthly basis.
- Integrated bidding processes and strategic design elements to reduce packaging expenses by 35%.
- Executed wide-scale social media strategy in conjunction with teammates to expand corporate reach by 600%.

Senior Designer, Slamm Designs LLC

Portland, OR // 2007 to Present

Provide design expertise for website, social media pages, and various projects in lead design role. Create brands, logos, printed marketing materials, trade show elements, and retail packaging designs in alignment with specific client needs. Develop and managed social media pages, websites, and email marketing campaigns to increase brand audience and drive customer acquisition.

- Deliver top-quality client service and consistently successful designs to establish extensive repeat customer base.
- Established extensive portfolio of unique, innovative designs of webpages, logos, and printed brand materials available for review at slammdesigns.com.

Creative Director, K12 (formerly KCDL)

Portland, OR // 2009 to 2011

Conceptualized, developed, and created all creative elements for use on business-wide scale. Developed brand-aligned materials for publication across web, radio, video, print, and social media platforms. Collaborated with teammates to support organizational objectives for sales strategies and trade show promotions.

- Directed successful wide-scale rebranding initiative across three organizational business lines.
- Leveraged strong creative leadership skills to establish standards and expectations, develop staff members, communicate deliverables, and manage project timeframes.
- Joined team as Freelance Design professional before earning permanent, full-time position.
- Implemented, managed, and organized streamlined file sharing program on organization-wide scale, facilitating seamless access to thousands of images and documents and reducing workload for image request fulfillment activities.