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# SHELBY MCNAMARA

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509-703-3009 / [shelbymac.art@gmail.com](mailto:shelbymac.art@gmail.com)

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## PROFESSIONAL PROFILE

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Dedicated and highly creative Graphic Designer with a proven track record in delivering visually stunning and strategically impactful designs. My passion for staying at the forefront of emerging design trends and technologies has allowed me to pioneer adaptability and integrate innovative elements, ensuring a cutting-edge position in the competitive design landscape. With a Magna Cum Laude Bachelor's degree in Design, I bring a blend of creativity, attention to detail, and proficiency in Adobe Creative Suite, UX design, and brand strategy, ensuring a holistic and impactful approach to every design project.

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## PROFESSIONAL EXPERIENCE

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### Graphic Designer – Freelance

06/2023 – Present

- Foster successful collaborations with a diverse clientele, actively listening to their unique visions and translating concepts into impactful design solutions that surpassed expectations.
- Execute end-to-end project management, delivering high-quality designs punctually and within budget constraints.
- Maintain transparent communication channels to incorporate client feedback and guarantee satisfaction.
- Pioneer adaptability to emerging design trends and technologies, integrating innovative elements that enhanced project visual appeal and retained a cutting-edge position in the competitive design landscape.
- Orchestrate seamless project management, overseeing timelines, milestones, and resources effectively. Ensured projects met or exceeded client expectations through a combination of creativity and attention to detail.
- Revitalize brand identities through strategic design approaches, creating cohesive and memorable visual experiences that resonated with target audiences. Strengthened brand recognition and consistency across diverse design projects.

### Graphic Designer – Eastern Washington University, Cheney, WA

11/2021 – 06/2023

- Led the comprehensive redesign and modernization efforts for the Dining Services and Eaglecard websites, ensuring a seamless and user-centric online experience.
- Developed and crafted informative brochures and visually impactful posters tailored for incoming students, contributing to a polished and welcoming onboarding process.
- Conceived and produced digital artwork for diverse marketing and promotional materials, employing a keen eye for design aesthetics and maintaining brand consistency.
- Collaborated with an external printing partner to facilitate the production of high-quality marketing materials, ensuring precise execution and adherence to project specifications.
- Assumed a pivotal role in the efficient operation of the main office, providing exemplary customer service by addressing inquiries and resolving issues promptly and professionally.

### Lead Designer – Mmofra Foundation, Spokane, WA

09/2022 – 12/2022

- Strategized and implemented a visually cohesive design system for the Mmofra Foundation, facilitating the promotion of the Ghana-Accra World Book Capital in 2023.
- Conceptualized and shaped the design narrative, aligning it with the foundation's mission. Instrumental in creating a compelling visual identity that resonated with the theme of "Read and Play."
- Collaborated closely with stakeholders to ensure the seamless integration of the design system across various platforms, amplifying its impact beyond Mmofra Park and extending its reach to a wider audience.
- Provided ongoing support to the Mmofra Foundation by refining and adapting the design system as needed.

### Treasurer – SFCC Graphic Design Club, Spokane, WA

09/2020 – 06/2021

- Oversaw the strategic management of financial resources, playing a crucial role in orchestrating online events amidst the pandemic that facilitated meaningful connections between students and the design community.
- Demonstrated adept financial stewardship by effectively allocating funds to organize diverse events, host influential speakers, and provide valuable resources.
- Collaborated with cross-functional teams to ensure the seamless execution of virtual events, contributing to the club's mission of fostering a dynamic and supportive environment for students interested in design.
- Implemented sound financial practices to sustain the club's commitment to professional development, orchestrating events that enriched members' knowledge, expanded their networks, and promoted educational opportunities.

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## E D U C A T I O N

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**Bachelor of Design** - Eastern Washington University, Cheney, WA

06/2023

- Magna Cum Laude

**Associate in Applied Science in Graphic Design** - Spokane Falls Community College, Spokane, WA

06/2021

- Magna Cum Laude

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## D E S I G N S K I L L S

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- Adobe Creative Suite
- Brand Strategy
- Copywriting
- Typography
- Brand Development
- Animation
- Iconography
- Social Media
- Graphic Design

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## U X S K I L L S

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- Figma
- JavaScript
- Wireframing
- User Flow
- HTML
- Human-centered Design
- Prototyping
- Comparative Analysis
- CSS
- Design Systems
- Concept Sketches