

EDWARD SHIELDS

GRAPHIC DESIGNER | WEB DESIGNER | ART DIRECTOR



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EDUCATION

BACHELOR'S DEGREE

Graphic Design
Drexel University | 2005

ASSOCIATE OF ARTS DEGREE

Digital Media
Community College of Phila. | 1997

ASSOCIATE OF ARTS DEGREE

Journalism
Potomac State College of WVU | 1995

INTERNSHIP

ADVERTISING INTERNSHIP

Earle Palmer Brown & Spiro
Advertising Agency
(Philadelphia / Center City Offices)

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Final Cut Pro X
- Pages
- Keynote
- Numbers

WORK EXPERIENCE

SEPT. 1994

PRESENT

CREATIVE DIRECTOR

Two Fifteen Design Studio | Philadelphia, PA / Detroit, MI

- Established and responsible for the operation of an innovative freelance design studio
- Create, design and produce logos, print ads, print and web marketing, posters, website, and page layouts that promote the client's brand and sales objectives
- Create layout comps, rough and presentation materials as requested
- Communicate with vendors to ensure quality and accuracy of each printed pieces and present client proofs for approval

SEPT. 2006

OCT. 2007

WEB DESIGNER

BNP Media | Troy, MI

- Created and designed websites, updated and maintained websites and online advertisements
- Checked file types, file sizes, and quality of online advertising to keep with brand guidelines.
- Served as point person for ad management questions/problems/reporting

OCT. 2005

SEPT. 2006

CREATIVE SERVICE DIRECTOR

IntelaMark / NW Coughlin | Livonia, MI

- Supervised multiple projects for small businesses ranging from brochures to small and large scale printing from pre-press to completion
- Designed print and web materials for potential clients' that supported the clients brand and message.
- Prepared final files for print and digital production
- Worked with pre-press and and production to develop page layouts and final page production