

EDWARD SHIELDS

Graphic Designer | Creative Director | Art Director

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PROFILE SUMMARY

I'm a talented Graphic Designer/Art Director with over 20 years of experience in branding, design concepts, and creating stunning print and web designs. I've manage projects from conceptualization to delivery, ensuring effective, appropriate, and timely work. Skilled in Adobe Creative Suite and Apple Productivity software, I collaborate with various professionals to innovate and push the boundaries of web design and digital storytelling for my clients' brands.

SELECT WORK EXPERIENCE

TwoFifteen Design Studio

Philadelphia, PA / Detroit, MI

Owner / Creative Director

June 1997 - Present

- Started and currently manage a design and media studio that deals with local and national brands by developing creative visualizations that align with brand roadmaps, elevating client identity and improving market messaging.
- Develop and execute national marketing campaigns and branding that are up-to-date with industry trends to align and elevate clients identity and messaging from concept to physical completion.

BNP Media

Troy, MI

Web Designer

September 2006 - October 2007

- Responsible for creating unique visual design styles, layout, and user experience of several B2B online publications and marketing; ensuring they are both visually appealing and easy to navigate.
- Responsible for the development and design of online advertisement to promote brand identity and marketing presence for a diverse businesses demographic across several B2B websites.

IntelaMark / NW Coughlin

Livonia, MI

Creative Service Director

October 2005 - September 2006

- Overseeing projects for local and national businesses; including brochure design, marketing campaigns, visual displays, and printing services ranging from small to large scale
- Create and communicate directive, media, and printing instructions between multiple departments.

Drexel University

Philadelphia, PA

Art Director - Dept. of Printing and Mailing

January 2003 - August 2005

- Provided graphic design services to various departments for internal and external marketing and advertising usage.
- Developed and ensured adheres comprehensive design standards for all printed materials across different departments.
- Managed various print projects and marketing materials with multiple vendors for several departs within the University.

EDUCATION

BACHELOR'S DEGREE

Graphic Design

Drexel University, Philadelphia, PA.

ASSOCIATE OF ARTS DEGREE

Digital Media

Community College of Philadelphia, Philadelphia, PA.

CAREER CERTIFICATE

User Interface Design, University of Minnesota

Design Fundamentals, Adobe

PROFESSIONAL SKILLS

Design & Composition Software

Illustrator, Photoshop, InDesign, Acrobat

Productivity Software

Keynote, Pages, Numbers, WordPress, Office 365

Project Management / Team Development

Brand Management / Identity

Digital Image Processing

Editorial Page Layout

Prepress & Print Production