

# SHAYNA BROWN

## GRAPHIC DESIGN

### EXPERIENCE

#### BRANDING & PACKAGING DESIGN / SHAYNA BROWN DESIGN / SEPTEMBER 2008-PRESENT

- collaborating with clients to develop branding and packaging solutions for companies worldwide

#### PACKAGING DESIGN MANAGER / WILLIAMS SONOMA / APRIL 2018-APRIL 2021

- managed all aspects of packaging design cross departmentally for the Williams Sonoma brand
- worked with cross functional partners to ensure timely, high-quality results
- provided photo & art direction
- worked on and managed multiple projects at a time (10-20 per week)
- designed packaging that compliments the product, story and brand while giving each product personality
- worked with a variety of print methods such as foil stamping, embossing and digital

#### SENIOR PACKAGING DESIGNER / WILLIAMS SONOMA / NOVEMBER 2016-APRIL 2018

- managed design from concept to print ready artwork
- worked with cross functional partners to ensure timely, high-quality results
- provided photo & art direction
- worked on multiple projects at a time (5-7 per week)
- engaged customers by designing packaging that compliments the product, story and brand

#### PACKAGING DESIGNER / WILLIAMS SONOMA / MARCH 2014-MARCH 2016

- designed specialty packaging using type, graphics, color and illustration/photo elements
- introduced more premium packaging to the brand by enhancing print methods, paper and dieline choices

#### WEB DESIGNER / WILLIAMS SONOMA / MARCH 2012-MARCH 2014

- created home pages and site graphics
- designed editorial content pages to support seasonal stories
- collaborated with various teams to ensure high-quality site design and efficient processes
- coordinated with merchandising, copywriters and marketing to meet deadlines
- created new designs and layouts within platform technical requirements

#### GRAPHIC DESIGNER / HELLO!LUCKY / 2010-2012

- designed invitations, stationery, marketing materials, and catalog layouts
- assisted in web design and production
- prepared print ready files for digital and letterpress printing
- provided customer service

#### PRODUCTION MANAGER / HELLO!LUCKY / 2008-2009

- managed quality control & attention to detail
- mastered assembly & craft - ribbon tier, envelope liner, wax sealer, grommet and hole puncher & card folder
- managed, packaged and shipped orders on time

#### GRAPHIC DESIGNER & EVENT PLANNER / LISA FELDMAN DESIGN / 2008-PRESENT

- designs custom stationery and signage for weddings and bar/bat mitzvahs
- concepts and executes event decor, design, color and theme
- works day of event coordination

### EDUCATION

ACADEMY OF ART UNIVERSITY      UNIVERSITY OF OREGON

Graphic Design                      Bachelor of Science

### SKILLS

#### SOFTWARE

Proficient in Adobe Creative Suite, particularly Illustrator, InDesign and Photoshop.

#### LANGUAGE

Spanish – Fluent in speech, high level of comprehension ability, intermediate levels of reading and writing ability.

### ACHIEVEMENTS

ACADEMY OF ART UNIVERSITY SPRING SHOW / Package Design

ACADEMY OF ART UNIVERSITY WINTER SHOW / Package Design

WILLIAMS-SONOMA 'CATCH THE SPIRIT' / Nomination