

SHAVONNE WINSTON

Email: shavonne.winston@gmail.com

Phone: 210-287-5914

Linked In: www.linkedin.com/in/shavonne-winston

Portfolio: shavonnewinston.wixsite.com/graphicportfolio

High-Performing Graphic Design Specialist with 10 years of experience in the management of digital design, interior design, print production, motion graphics, video editing, email marketing, e-commerce, and social media marketing/management. Possesses extensive knowledge in the full cycle of the design process, project management, and client management. Specializes in working with interior design, graphic design, and various design software platforms. Organized and effective multi-tasker known for developing a professional rapport with internal staff, executives, and stakeholders.

AREAS OF EXPERTISE

- Adobe Illustrator
 - Adobe Photoshop
 - Adobe InDesign
 - Vray
 - Sketchup
 - Quickbooks
 - Content Management Sys.
 - Design Concepts
 - Vendor Relationships
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PROFESSIONAL EXPERIENCE

Live Above, LLC

January 2022 to Present

Senior Graphic and Social Media Manager (Contract)

- Create graphics, web banners, design layouts, product designs, and video edits in accordance with any branding requirements
- Manage, edit, and design literature optimized for online/print media including resharing social media posts
- Ensure design of materials, including format, font, graphics, photographs, video animations, icons, and branding are appropriate and visually appealing.
- Conceptualize workflow, create interactive presentation and prototype designs to enhance customer's experience
- Provide website support and maintenance including planning, user/workflow diagrams, designing iterations, backups, and coordinating content for websites and other digital media
- Use UI skills to create effective, visually attractive designs
- Collaborate on design ideas with team and hand off prototypes to developers
- Design large format prints and work with printers to ensure prints meet quality standards
- Create integrated surveys for research through various media platforms to gather feedback
- Analyze and report metrics monthly/quarterly via Google Analytics for website data, social media accounts, and event responses.

FedEx Office - Sandy Springs, GA

February 2021 to October 2021

Lead Graphic Consultant & Print Designer

- Oversize/large format poster printing, binding, and bidding for potential clients
- Performed daily financial reporting for store operations
- Trained associates in Adobe Photoshop, print production, and shipping

Unik Design Solutions, Nashville TN**May 2016 to September 2020***Senior Designer/ Interior*

- Served as the lead Interior Designer for this Commercial Hospitality Design Firm.
- Created and managed the complete design cycle of projects from pre-planning to analyzing of design objectives.
- Oversaw and conduct concept design presentations to target clientele.
- Provided administrative duties such as overseeing and updating design libraries of resources and organization of company resources and files.

Successes/Achievements

- Created and streamlined the full client design experience from preliminary planning to design implementation for over 100+ clients
- Advised 100 + clientele on space planning, floor finishes, and elevations, which directly enhanced the customer relationship experience for the company
- Revamped and simplified the clientele pitched concepts presentations to include creation of concept designs, ordering vendor samples, and pitching of ideas

Mount Zion Baptist Church, Nashville TN**January 2017 to August 2018***Senior Social Media Manager (Contract)*

- Partner with the Director of Communications and lead the church's social media presence on platforms: Facebook, Twitter, and Instagram
- Manage and execute day-to-day content creation, write copy for social channels, and collaborate with University departments for scheduling
- Coordinate marketing strategies that work across different channels and support editorial social calendar including promotions, announcements, and student Instagram takeovers
- Analyze results of social media content and campaigns utilizing native and third-party data analytics tools
- Work with various departments to create organic campaigns and Weekly Sunday Service Powerpoint

EDUCATION**Certification in Interior Design**

New York Institute of Art and Design – 2017

Bachelor of Science in Graphic Design

Tennessee State University – 2011