



SHANNON MOONEY

Graphic Designer, Digital Designer & Illustrator

I am a creative professional with over twenty years experience in design and illustration for both print and digital mediums. I am a problem-solver and innovator who is dedicated to the execution of successful marketing strategies.

PROJECT EXPERTISE

Print design - direct mail, catalog, brochure design, logos, icons and illustrations

Digital design - email marketing, website and responsive digital design

Branding - brand development and brand standard adherence

Campaigns - multi-channel promotional campaigns including: POP signage, direct mail and digital marketing components

SOFTWARE PROFICIENCY

Adobe Creative Suite - Illustrator, Photoshop, InDesign, Dreamweaver, foundational knowledge of Animate

Microsoft Office - Word, PowerPoint, Excel

Programming Language - html, css, responsive web design, strong foundational knowledge of C++

Miscellaneous - foundational knowledge of Movable Ink and WordPress

WORK EXPERIENCE

CosmoProf® (Sally Beauty Holdings), Denton, Texas

Creative Supervisor - Senior Creative Manager

November 2011 - April 2018

- Art directed model and product photography shoots
- Developed the visual brand and provided guidelines across multiple marketing channels
- Art directed monthly promotional campaigns
- Led a team of Graphic Designers in the execution of print and digital collateral
- Collaborated with developers to design and code responsive email templates

Senior Graphic Designer

January 2004 - November 2011

- Led the creative on monthly promotional campaigns
- Managed monthly variable-data, direct mail marketing campaigns
- Designed and developed the first generations of cosmoprofbeauty.com

Graphic/Production Artist

June 2001 - January 2004

- Processed images used in the Shopping Guide
- Designed and produced various print collateral

Smith Brothers Western Supply, Denton, Texas

Graphic Artist/Web Designer

April 1998 - June 2001

- Designed pages for the bi-annual catalog
- Designed and maintained the smithbrothers.com e-commerce website

AlphaGraphics, Plano/Lewisville, Texas

Graphic Artist

January 1996 - April 1998

- Designed and produced logos, direct mail, flyers and brochures

EDUCATION

University of North Texas, Denton, Texas

Bachelor of Fine Arts - Printmaking

May 2006

Bachelor of Arts - Philosophy (Cum Laude)

May 1994