



Shawn Shipman

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PROFESSIONAL SUMMARY

Creative leader and hands-on graphic designer with 25+ years guiding brand, packaging, presentation, and multi-channel design from concept through final production for B2B and B2C organizations. Skilled at translating rough briefs, incomplete content, and executive or client input into clear, compelling visual narratives across digital, print, and presentation formats. Integrates generative AI tools (Claude, Gemini, Adobe Firefly, Canva AI) into daily creative workflows to accelerate concepting, image generation, and production while preserving craft, accuracy, and brand integrity. Proven track record leading and mentoring creative teams, managing high-expectation stakeholders and vendors, and delivering polished, on-brand work under tight deadlines. Open to full-time, freelance, or contract roles as Creative Director, Art Director, or Senior Graphic Designer.

CORE SKILLS

- Creative direction, art direction, brand identity, and visual/information design
- Creative strategy, integrated marketing campaigns, B2B and B2C marketing
- Presentation design and executive communications (PowerPoint, Keynote)
- Packaging design, structural exploration, retail and point-of-sale, and shelf-standout concepting
- Print production: press-ready art, printer proofs, color accuracy, and vendor coordination
- AI-assisted creative workflows: concept exploration, image generation, and rapid sell-in mockups
- UI/UX design, digital and social media production, advertising asset creation
- Vendor management, production workflows, budgeting, scheduling, and project management
- Team leadership, mentoring, client consultation, and cross-functional stakeholder management

SOFTWARE

Presentation Design: Microsoft PowerPoint, Apple Keynote

AI-Assisted Design: Claude, Gemini, Adobe Firefly, Canva AI – concept exploration, image generation, storyboarding, production efficiency

Design Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Sketch, Canva

Motion Graphics: Adobe After Effects (animated type, transitions, light motion graphics)

Productivity: Microsoft Office (Word), Google Docs and Drive

PROFESSIONAL EXPERIENCE

Senior Graphic Designer | id8

July 2025 – January 2026

- Designed digital and print assets – presentations, websites, social media graphics, and branded collateral – translating client briefs and early-stage concepts into polished visual narratives for multiple concurrent clients.
- Partnered directly with clients to define requirements, scope, timelines, and creative direction for marketing initiatives, working self-sufficiently from brief to final file.
- Integrated generative AI tools (Claude, Gemini, Adobe Firefly, Canva AI) into the design process to accelerate concept exploration, image generation, and asset production without compromising quality or brand standards.
- Managed production workflows end-to-end, coordinating with print vendors on estimates, schedules, and deadlines to protect quality and brand standards.

Creative Development Manager | Lighthouse Brand Marketing

October 2014 – March 2025

- Led creative development and visual storytelling for multi-channel B2B and B2C campaigns, translating strategic briefs into cohesive design systems spanning packaging, point-of-sale, menus, publications, and digital/print collateral.
- Partnered with account services and clients to define project scope, present creative concepts, and manage approval processes from concept through final delivery.
- Directed and mentored in-house designers and freelance talent, reviewing work for craft, accuracy, and brand consistency.
- Managed project budgets, timelines, and resource allocation across concurrent, fast-moving projects to deliver high-stakes campaigns on schedule.
- Produced packaging and retail assets from concept through production-ready art, reviewing printer proofs for color accuracy and manufacturing quality.
- Established and maintained brand style guides to drive visual consistency across all client touchpoints.

Senior Art Director | Lighthouse Marketing and Design

October 2001 – September 2014

- Directed branding, packaging, and print design projects across multiple client accounts, developing original visual concepts from concept through production.
- Developed brand identities and point-of-sale programs that increased shelf and in-store recognition and audience engagement.
- Created and maintained brand style guides to drive visual consistency across all customer touchpoints.

Art Director | Lighthouse Marketing and Design

October 1997 – September 2001

- Led creative from concept through design and production for print and promotional materials, ensuring consistency in typography, layout, color, and overall visual standards.
- Managed product photo shoots, including planning, location scouting, and on-site supervision, partnering with photographers to bring concepts to life.

Freelance Graphic Designer

1988 – Present

- Deliver graphic design, branding, and marketing collateral – logos, brochures, posters, banners, illustrations, and brand guidelines – for nonprofits, schools, and small businesses.
- Own engagements end-to-end, from client consultation and concept development through production and delivery.

EDUCATION

BFA, Graphic Design Stephen F Austin State University

PORTFOLIO

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