

# Shellee Marie Jones

Art Direction / Design / Development

(502) 472-0118 | [shellee@shellee.com](mailto:shellee@shellee.com) | 1229 Westlynn Way, Louisville, KY 40222

## Focus

An award-winning Art Director / Designer / Developer utilizing my creative talents, technological aptitude, and project management abilities. Qualified by a unique blend of design experience, development knowledge, and artistic direction accomplishments.

## Professional Profile

Highly motivated, adeptly skilled, and creative professional offering these qualifications:

**Visual and Written Communication Ability.** Demonstrates an expertise in design and typography utilizing an extensive knowledge of artistic principles. Awarded for artistic capabilities as well as creative writing talent. Able to articulate rationale and critique for design work. Focused on usability, readability and the overall user experience.

**Technical Proficiency.** Knowledge of HTML, CSS, ActionScript, JavaScript, PHP and MySQL. Experience with Wordpress, BigCommerce and a variety of other Content Management Systems. Skilled with a wide range of software including Adobe Illustrator, Photoshop, InDesign, Dreamweaver, Flash, QuarkXpress, and all Microsoft Programs.

**Quick Learner and Adaptable.** Strong ability to undertake new tasks. Enjoys continuing education and keeping up with technology trends. Called upon by previous employers to learn new office duties in order to train others. Willing to research any topic that may be beneficial to a project.

**Time and Project Management.** Accomplished at completing assignments within a time frame by using goal setting, planning, and problem solving techniques. Completed many critical tasks under tight deadlines.

**Detail Oriented and Organized.** Capable of meticulous inspection of projects. Naturally inclined to utilize organization to enable a smooth process.

## Smarts

**Graduate Certificate, Interactive Design and Game Development**  
Savannah College of Art and Design, e-Learning, 2011

**BFA, Communication Arts, Graphic Design Emphasis**  
Art Academy of Cincinnati, Cincinnati, OH, 2002

## Portfolio

available at [shellee.com](http://shellee.com)

## Experiences

### Freelance Designer and Developer

5/02–present

Offers creative web and print design solutions for clients such as Mortgage Bankers Association of Louisville, Greenhaven Tree Care, Vines and Canines, Dr. Dale M. Roberts, and Basketball Playground. Provides professional consultations to determine the best strategy for conveying the desired message. Uses the latest technology to produce beautiful communications and dynamic user interfaces. Completes projects on time and within budget. Ensures a smooth process by being detail-oriented, organized, and reliable.

### Art Director

4/09–1/13 • Presbyterians Today Magazine • Louisville, KY

Responsible for generating effective page layouts. Updated the overall appearance of the magazine, and related promotions, with compelling design strategy to achieve high-end results and increased subscriptions. Implemented the latest software to ensure a smooth work flow. Stayed current with art trends and directed freelancers.

### Graphic Designer

12/07–1/13 • Presbyterian Church (U.S.A.) • Louisville, KY

Designed creative promotional and educational pieces for clients across the organization. Utilized resources effectively while producing meaningful materials for a wide variety of audiences. Assisted with updating the visual identity and branding graphic standards to be used throughout the organization.

### Communications Coordinator

6/03–4/07 • Home 123 Mortgage • Louisville, KY

Generated promotional materials including monthly newsletters, flyers, letters, brochures, and coupons. Directed communications projects from concept to production. Maintained all vendor relationships, and managed files for all design projects, contacts and customers.

### Communications Intern

9/02–5/03 • Actors Theatre of Louisville • Louisville, KY

Developed signage for the lobby display to be exhibited during the Humana Festival. Designed an assortment of coupons, flyers, and program inserts. Maintained archives of all print media, including advertising and play reviews. Wrote several press releases.

### Graphic Design Intern

5/01–6/02 • Mahan Account Management • Cincinnati, OH

Created advertising for such clients as Penn Station and Pure Concept Salon. Organized files for print. Designed marketing pieces, including introductory brochures for start-ups.

## Et cetera

Has a positive outlook and can-do attitude. Enjoys Louisville and traveling. Finds joy in keyboard shortcuts. Practices yoga, but manages to stay clumsy. Has been watching SNL since 1986. Found the zen of web coding. Loves the smell of freshly printed ink. Excellent at dreaming up big ideas. Wants to paint more.