

TAYLOR SHAW

Creative Vision | Art Direction | Concept Design



CONTACT



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-designer/

CORE COMPETENCIES & TECHNICAL SKILLS

Creative Direction

- Visual Conceptual Design
- Brand Strategy
- Graphic Design
- Print Design
- Advertising Campaigns
- Team Leadership
- Project Management
- Cross-Functional Collaboration
- Interactive & Iterative Design Principles
- Core Art Skills (Form, Color & Composition) Illustration
- Visual Communication
- Storyboarding
- Trend Analysis

Technical Skills:

- InDesign
- Premiere
- Audition
- Sketch
- Adobe XD
- Figma
- Generative AI
- Microsoft Office Suite
- Social Media Channels

EDUCATION

University of Louisville, Louisville, KY

Bachelor of Fine Arts in Graphic Design – Hite Art Institute

PROFILE

Experienced and visionary Director and Artist with a passion for crafting immersive digital experiences in both agency and freelance environments. With 7+ years of expertise, I excel in translating client objectives into visually stunning designs across various industries. Proficient in web design, print, social media, video, typography, branding, book design, political design, and healthcare/pharmaceutical-related design, I ensure brand consistency and intuitive user experiences. Aspiring to transition to Senior Art Director, I possess exceptional leadership skills and a dedication to pushing creative boundaries for unparalleled results. With a unique perspective, I can think creatively, strategically, and unconventionally, allowing me to lead innovative teams, drive strategic vision, and elevate brand identities while balancing restraint with calculated risks to benefit clients.

PROFESSIONAL EXPERIENCE

- **Experience Designer** *Jan 2024-Present*
EVERSANA Intouch Solutions | Chicago, IL
 - Craft engaging user experiences by emphasizing digital platforms like websites, mobile apps, and interactive touchpoints.
 - Drive user satisfaction via research and testing, informing user-centered design solutions for healthcare professionals and patients.
 - Streamline client approval processes through wireframes, prototypes, and high-fidelity mockups to illustrate design concepts.
 - Safeguard optimal user experiences across various devices and screen sizes by implementing responsive design principles.
 - Advocate best practices by contributing to the development of design processes and standards within the organization.
- **Art Director** *Apr 2022 – Jan 2024*
Intouch Solutions | Chicago, IL
 - Boosted brand awareness and market share through strategically directed branding strategies for multiple pharmaceutical brands.
 - Revamped brand image and engagement by leading teams in overhauling websites, print materials, and photography projects.
 - Disseminated knowledge and fostered understanding among diverse audiences through frequent lectures on Generative AI.
 - Championed innovation and excellence in design execution by fostering a culture of creativity and team collaboration.
- **Lead Digital Designer** *Dec 2021 – Apr 2022*
DBS Interactive | Louisville, KY
 - Fashioned cohesive visuals through art direction with clients, including style tiles, wireframes, mockups, and digital assets.
 - Heightened marketing effectiveness with print and digital asset design, including email templates and interactive infographics.
 - Integrated design elements into web and mobile apps by collaborating with developers, UX/UI designers, and project managers.
- **Junior Art Director** *Jul 2017 – Nov 2021*
Bandy Carroll Hellige Advertising | Louisville, KY
 - Progressed to art director, deeply involved in print, digital, and social media, driven by a commitment to mastering design.
 - Acquired proficiency in managing multiple projects under tight deadlines through dedicated practice and time management.
 - Mastered visual concept development and strategy implementation by aiding senior art directors in diverse client campaigns.