

# TAYLOR SHAW

## ART DIRECTOR



### ABOUT ME

Life is beautiful, unpredictable, and ever-changing, so why shouldn't design follow suit? I'm adaptable to whatever a project might need, I look at things from a different lens than others, and I take pride in being able to think outside the box. While I know when restraint is necessary, I'm unafraid to take risks and push boundaries when I think a client can benefit from fresh energy.

### EXPERIENCE

- 7 years working in an agency setting
- 5 years working in freelance
- 1 year conducting professional lectures on generative AI
- Extensive experience working in web design, print, social media, video, typography, branding, book design, political design, and design related to the healthcare/pharmaceutical industry

### PROFICIENCIES

- I grew up literally using Photoshop and Illustrator as toys; my mother had the Adobe Suite on our family computer and I started using it when I was 10 years old
- Extensive background in InDesign, Premiere, Audition, Sketch, XD, Figma and Powerpoint
- Intricate understanding of Generative AI such as Midjourney and ChatGPT
- Confident in my ability to pick up new/emerging software quickly and efficiently
- Skilled and experienced in leading client presentations and speaking to creative work effectively
- Excellent leadership capabilities; trained in delegating work and creating a welcoming team environment
- Versatile in designing for various mediums while maintaining consistency and brand integrity across platforms
- Experienced in crafting intuitive user interfaces and engaging user experiences that prioritize usability and aesthetics

### EDUCATION

- Graduated with a BFA in Graphic Design from the Hite Art Institute at the University of Louisville with 2.5 years real-world agency experience in 2020.
- Self-taught in Generative AI

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### JOB HISTORY

- Experience Designer, EVERSANA Intouch Solutions
  - 1/1/2024 - Present
  - 205 N Michigan Ave #3200, Chicago, IL
  - Crafting engaging and user-centric experiences across diverse digital platforms, utilizing a blend of creativity and usability principles to design seamless interactions that resonate with users.
- Art Director, Intouch Solutions
  - 4/6/2022 - 1/1/2024
  - 205 N Michigan Ave #3200, Chicago, IL
  - Lead the direction of multiple pharmaceutical brands and oversaw teams to overhaul and re-concept numerous websites as well as print work and photography, regularly give lectures on Generative AI
- Lead Digital Designer, DBS Interactive
  - 12/1/2021 - 4/4/2022
  - 517 S 4th St, Louisville, KY
  - Leading the art direction for numerous clients creating style tiles, wireframes and mockups. Created both print and digital assets, as well email templates and interactive infographics
- Junior Art Director, Bandy Carroll Hellige Advertising
  - 7/3/2017 - 11/29/2021
  - 301 W Muhammad Ali Blvd, Louisville, KY
  - Began as an intern and worked my way up art direction, worked heavily in print, digital and social, learned how to juggle multiple projects with tight deadlines

### REFERENCES

- Carly Nemeth
  - Direct report @ Intouch Solutions
  - 973.818.0724
  - Carly@carlynemeth.net
- Andrew Stuber
  - Direct report @ EVERSANA Intouch
  - 856.979.1133
  - Andrewstuber@mac.com
- Steve Morgan
  - Creative Director @ Bandy Carroll Hellige
  - 502.424.1341
  - Smorgan@bch.com