

SHELBY LOWSON

CONTACT

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Email

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Portfolio

www.shelbyjonesportfolio.com

LinkedIn

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shelby-lowson-0232878a/

EDUCATION

BACHELOR OF SCIENCE: VISUALIZATION

Texas A&M University
College Station, Texas
2012-2016

In the College of Architecture I studied Visualization with a focus in Graphic Design. Industry Coordinator/Community Development Officer for the Texas A&M Chapter of AIGA.

REFERENCES

Peter O'Brien

CEO + Director
First Nations Traffic Management
Melbourne, Australia
E peter@firstttraffic.com.au

Keith Brannan

Chief Executive Officer
Tria Prima
Atlanta, Georgia
E keith@triaprima.io

Josh White

Chief Marketing Officer
Heart & Soil Supplements
Austin, Texas
E josh@heartandsoil.co

EXPERIENCE

- 2023-Present **Senior Graphic Designer, Freelance**
Austin, Texas
 - Marketing Design for MobJobs and First Nations Traffic Control in Melbourne, Australia
 - Cached, Tria Prima
 - Heart & Soil Supplements in Austin, Texas
 - Kasasa in Austin, Texas
- 2020-2024 **Creative Director - Non Profit**
Shine Austin
Remote // Austin, Texas
 - Lead and direct the branding, production, and visual design for Shine Austin.
 - Lead two teams: the creative department and the production department.
 - Manage, set goals, and direction for team.
 - Train up and mentor new creative team members.
- 2022-2023 **Senior Graphic Designer**
Talroo
Remote // Austin, Texas
 - Create and establish all design protocols, guidelines, and marketing materials.
 - Manage contract designers, copywriters, and videographers
 - Project manage all projects and Art Direct video shoots and photo shoots.
- 2021-2022 **Senior Creative Designer**
Content Pilot
Remote // Dallas, Texas
 - Created websites using Adobe XD,
 - Led social media, branding, website design, and design projects internally and externally
- 2016-2021 **B2B MARKETING GRAPHIC DESIGNER II**
Kasasa, LTD
Remote // Austin, Texas
 - Adobe CC, InVision, Sketch, Ceros,
 - UX + UI design for mobile and web,
 - Collaborate with the design team to refine the visual framework, style guide and design process
 - Design sales slicks and one-sheeters,
 - Create innovative Ceros interactive material
- 2016-2021 **GRAPHIC DESIGNER, FREELANCE**
Various Companies and Clients, Worldwide
Austin, Texas
 - Work with project managers to create timelines,
 - Design, prototype, and test scalable mobile and web solutions for clients.
- 2015-2016 **GRAPHIC DESIGNER, JUNIOR**
CAPSHER Technology
College Station, Texas
 - Developed wireframes and mockups,
 - Assets for mobile and web apps, and UX processes