

## INTRODUCTIONS

Principal Creative Strategist and Director :: [www.skndesigns.com](http://www.skndesigns.com) :: [skndesigns@outlook.com](mailto:skndesigns@outlook.com) :: 206.850.8201

Strategic communication expert with a profound blend of written and visual acumen. Passionate about fostering talent, I empower teams from junior designers to C-suite executives, shaping compelling narratives and multimedia strategies. With extensive consulting experience across renowned firms like Expedia, Microsoft, and Boeing, I excel in Creative Direction, Art Direction, Visual Communications, and Marketing Strategy.



### CLIENT LIST INCLUDES

(Visit [www.linkedin.com/in/shelleyneves](https://www.linkedin.com/in/shelleyneves) for expanded work history & endorsements)

- EXPEDIA GROUP
- MICROSOFT
- IMPINJ IOT
- WE COMMUNICATIONS
- GATES FOUNDATION
- PRICE WATERHOUSE COOPER
- BOEING
- PREMIERA BLUE CROSS
- STE. MICHELLE WINERY
- CELLA

### TECHNICAL SKILLS

- TOP TIER PRESENTATIONS
- CAMPAIGN STRATEGIES
- BRANDING
- WEB DESIGN & USER FLOW
- CREATIVE / ART DIRECTION
- CONTENT DEVELOPMENT
- MOTION / INTERACTION DESIGN
- PRINT
- INFO GRAPHICS
- B2B / CLIENT RELATIONS
- TEAM MOTIVATING
- STRONG COLLABORATION

### SOFTWARE: PC & MAC

- ADOBE CREATIVE CLOUD (ID, AI, PP, AE, ETC.)
- GOOGLE SLIDES
- POWER POINT (MS OFFICE)
- WIX WEB DESIGN

## EXPERIENCE (CONDENSED)

### PRINCIPAL CREATIVE STRATEGIST AND DIRECTOR | SKN-DESIGNS, OCT 2010 – PRESENT

- Crafted transcendent multimedia solutions, overseeing projects from conception to fruition.
- Specialized in top-tier presentations, dynamic web layouts, strategic branding, and captivating motion graphics.
- Led collaboration with clients, elevating their vision while meeting deadlines and exceeding marketing objectives.

### CREATIVE DIRECTOR CONSULTING | SIMPLE CONCEPTS, MARCH 2022 – JULY 2022, JANUARY 2023

- Drove transformative growth by analyzing team dynamics and optimizing creative processes.
- Formulated impactful marketing strategies, aligning with new business goals both internally and externally.

### COMMUNICATIONS LEAD Q1 DELIVERY CONSULTANT | MICROSOFT, MAY 2021 – JULY 2021

- Spearheaded strategic planning of stakeholder deliverables, ensuring seamless execution of projects.
- Directed art direction and intake process refinement to drive impactful communication initiatives.

### COMMUNICATIONS & MARKETING STRATEGIST – CONSULTING | PWC, MAY 2021

- Revitalized presentation and proposal decks, enhancing relevance and modernity.
- Directed the creation of digestible content while aligning with strict branding guidelines.

### SR VISUAL & UX DESIGNER – CONTRACT | EXPEDIA GROUP: FCTS, NOVEMBER 2019 – MAY 2020

- Spearheaded diverse initiatives within the FCTS Group, crafting executive-level presentations and compelling storytelling endeavors.
- Collaborated closely with cross-functional teams to orchestrate comprehensive marketing strategies.

### SR VISUAL DESIGNER & PRESENTATION SPECIALIST | WE COMMUNICATIONS, SEP 2018 – MAY 2019

- Developed design solutions with high visual impact across diversified client bases.
- Created captivating presentations and multimedia content for both internal and external clients.

### ART DIRECTOR & SR VISUAL COMMUNICATIONS | UNIFY CONSULTING – JANUARY 2018 – MAY 2018

- Crafted design solutions meeting client needs, ranging from executive-level presentations to OFT files.
- Delivered high-impact designs while maintaining brand integrity across various multi media projects and product launches.

### ART DIRECTOR / SR COMMUNICATIONS DESIGNER | IMPINJ – CONSULTING – JUNE 2016

- Led the creation of a successful IPO presentation and marketing development, ensuring adherence to S1 documentation and collaborating with three lead banks to tailor content to target audiences.
- In recognition for swiftly delivering high-quality results while navigating complex content and collaborating effectively with teams – I was invited to NYC for the “ringing of the bell” at Nasdaq, marking the success of the campaign.

### SR GRAPHIC DESIGNER | PREMIERA BLUE SHEILDS – CONTRACT – JUNE 2013 – NOVEMBER 2013

- Designed government-approved collateral and marketing materials, including large formatted books, posters, and brochures.

**EDUCATION: ART INSTITUTE OF SEATTLE** :: Bachelor of Fine Arts, Applied Art Associates