

BIO AND ENDORSEMENTS (BACKGROUND SUMMARY)

With a foundation in visual design, my career has evolved into executive presentation and visual storytelling—translating complex ideas into clear, high-impact narratives across technical, enterprise, and AI-driven environments. My work spans enterprise and consulting engagements, where I partner with cross-functional teams to bring clarity, hierarchy, and narrative flow to high-stakes initiatives (including Amazon Alexa+, Microsoft, Expedia Group, and We Communications).

This CV reflects both hands-on design execution and strategic thinking—demonstrating adaptability, strong visual judgment, and the ability to deliver polished, production-ready work across industries and platforms.

ENDORSEMENTS ([LinkedIn.com/in/shelleyneves](https://www.linkedin.com/in/shelleyneves))



"Shelley brought great value to our team with a completely unique A that was lacking before she joined. She helped us think about our projects / products in new ways and translated our thoughts into appealing presentations and materials that better communicated our vision and strategies. I learned a great deal from her about visual communication, as well as various technical capabilities she used to craft her products. I wholly endorse Shelley for her innovative design, presentation, and communication skills, and would happily work with her again in a future role if the opportunity presented itself."

Tom Mekuria, Senior Product Manager
EXPEDIA GROUP



"Shelley I had the pleasure of working with Shelley as part of the design team for a closed-door Alexa+ event, and I was continually impressed by her professionalism and creative expertise. Shelley is collaborative, and always focused on elevating the work for everyone involved. During the Alexa+ event, Shelley provided personalized recommendations that truly raised the bar of our presentation. Beyond her technical skills, I appreciated Shelley's positive attitude. I would recommend Shelley for any creative or visual design project."

Chris Agarwal, Solutions Architecture Leader
AMAZON, ALEXA + AI INNOVATION



"Shelley is a passionate and driven designer and works very hard to meet the requirements of the project while bringing her own creative elements to the work. I hired her for her creative eye and ability to pick up quickly on the design elements that we had to maintain for "Brand" purposes. She not only designed content based off our scope, but also brought her own unique perspective which was one of the main reasons why I brought her on. She met all of our deadlines and developed all our content and assets very well to support our go-to market initiatives."

Nomi Nazeer, MS 365 Principal Partner Marketing
MICROSOFT



"Shelley reported directly to me, and was a key part of our design team, helping create numerous collaterals, mailers, brochures, and required marketing materials to support a five county Medicare Advantage product launch. Medicare Advantage is an extremely regulated environment, with compliance demands that frequently challenge clear communication and effective design. Despite these restrictions, Shelley adapted quickly to the regulatory challenges and capably produced successful materials. Shelley will be a strong asset to any creative team."

Greg Smith, Sr Marketing Manager, Medicare
PREMERA BLUE CROSS



"I've had the opportunity to work with Shelley on several occasions. She's a broad, systemic thinker who uses her design experience to convey complex ideas. She knows how to work with creatives and more importantly non-creatives alike to get to the core strategic concepts that lead to great design. Shelley meets deadlines and consistently delivers high quality work. She's a great collaborator."

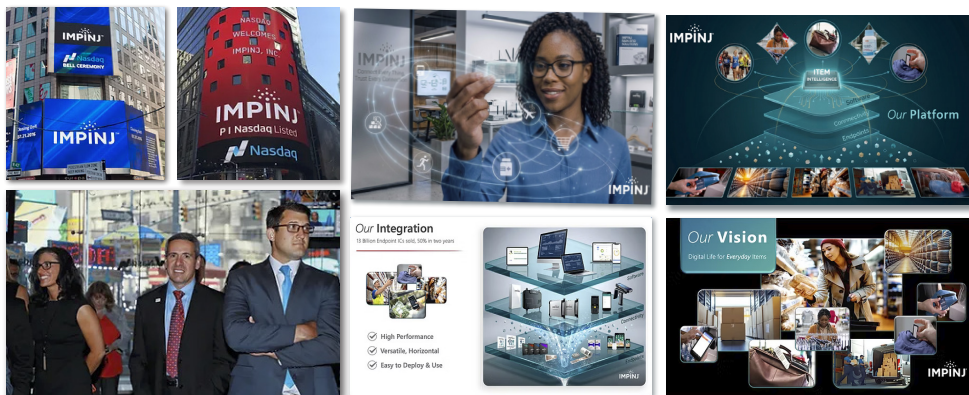
Aaron Petras, WE COMMS Sr. VP Global Operations
WE COMMUNICATIONS (AGENCY)



"I hired Shelley to come in and help us modernize our marketing and sales materials that were 15 yrs old. Working within strict branding guidelines, she was "like a SWAT team", quickly executing our request and turning around deliverables in less than 24 hrs. Shelley can navigate complex content and turn it to something more digestible with amazing collaboration skills. She would be an asset to any team."

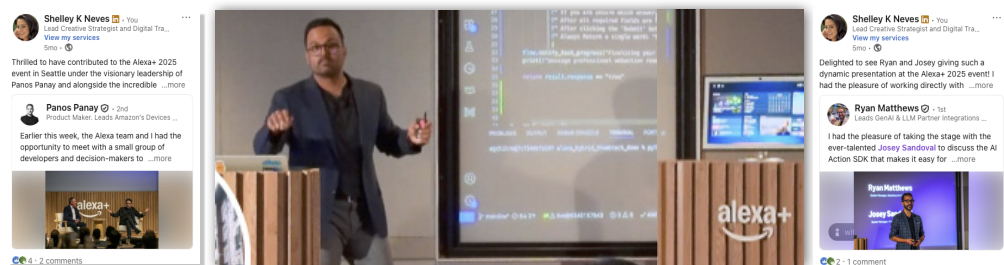
Diane Weaver, Director of Finance
PRICE WATERHOUSE COOPER

IMPINJ IOT | GLOBAL / FINANCE / PR, PUBLIC OFFERING



Partnered with executive leadership & cross-functional teams to support Impinj's successful IPO initiative following prior filing attempts. Led multimedia campaign development spanning investor presentations, product storytelling, visuals, & launch communications—translating complex IoT and RFID concepts into polished, audience-focused narratives. Integrated AI-assisted visual development and cinematic compositing workflows to create brand-aligned imagery supporting presentations, launch assets, & product visualization systems. Campaign contributed to \$67M raised on day one & a 58% stock increase, culminating in an invitation to attend the NASDAQ bell-ringing ceremony.

RUN STUDIOS | AMAZON ALEXA+ (PANOS) | EXEC (CLOSE DOOR) EVENT

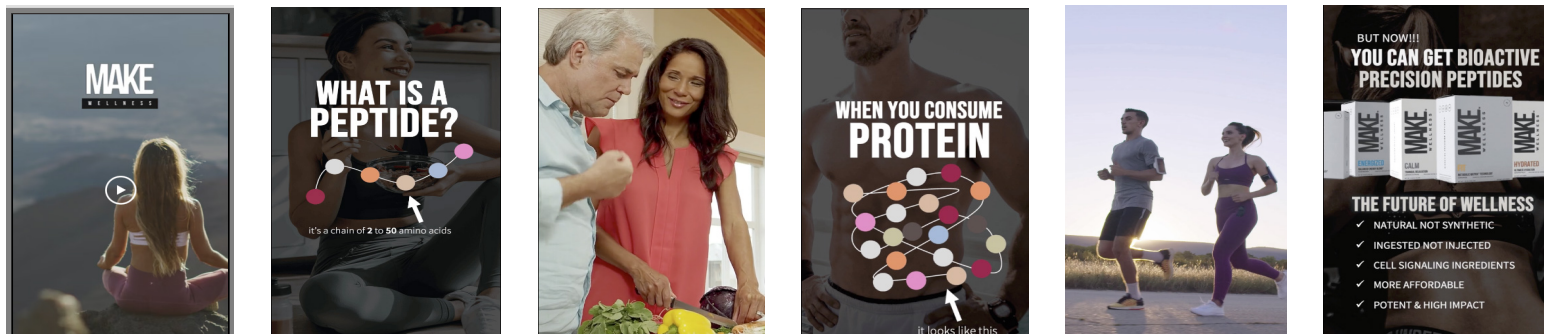


“Shelley provided personalized recommendations that truly raised the bar of our presentation. She was collaborative, thoughtful, and always focused on elevating the work for everyone involved.”

— Chris A, Solutions Architecture Leader, Alexa+

Supported presentation development and visual storytelling for a high-visibility Amazon Alexa+ executive event focused on emerging AI initiatives and product innovation. Refined narrative clarity, visual hierarchy, motion-supported presentation builds, pacing, and continuity across presentation environments while collaborating closely with leadership, production, and creative teams under accelerated timelines. Contributed to audience-focused communication systems designed to support clarity, engagement, and executive delivery within a live enterprise setting.

MAKE WELLNESS | AI-ENHANCED STORYTELLING REEL



Produced an AI-enhanced multimedia storytelling reel illustrating the evolution of trend-driven consumer creative across social and digital platforms. Scripted, voiced, edited, and published within hours by integrating Adobe Express, Premiere Pro, AI-assisted visual development, motion graphics, and streamlined content workflows—compressing a traditionally multi-stage production process into a unified rapid-creation pipeline. The project reflects an evolving approach to creative development that blends human judgment, storytelling, and emerging AI-assisted production systems.