



**CONTACT**

skyeshnnn@gmail.com  
skyeshannon.com

**EDUCATION**

**VCUarts – Richmond, VA**

AUGUST 2016 – MAY 2020

BFA, Graphic Design  
Minor in Spanish  
3.97 GPA, Honors College  
Provost Scholarship Recipient

**Elisava – Barcelona School  
of Design and Engineering**

AUGUST 2018 – DECEMBER 2018

**TECHNICAL  
SKILLS**

Adobe Creative Suite  
Photo and Video Editing  
Social Media  
Squarespace  
Shopify  
HTML & CSS  
Screen Printing  
Conversational Spanish

**EXPERTISE**

Graphic Design  
Publication Design  
Motion Graphics  
Stop-Motion Animation  
Marketing Design  
Brand Development  
Logo Design  
Web Design  
Front End Development  
Photography  
Digital Illustration

**EXPERIENCE**

**Creative Director – XII Brands**

JULY 2021 - PRESENT

Responsible for overseeing the online presence of VII Apparel, ARIA Discs, and Five Ultimate. Manage marketing and product development across all three brands, while maintaining and developing distinct brand identities.

**Marketing Designer – XII Brands**

JULY 2020 - JULY 2021

Designed, developed, and managed the websites and online stores for VII Apparel, ARIA Discs, and Five Ultimate. Refined site navigation to enhance user experience. Created and coordinated content for social media.

**Website Designer & Webmaster – Cadence Theatre Co.**

AUGUST 2016 - PRESENT

Solely responsible for redesign and ongoing oversight of company website. Coordinate and consult with a small team on various projects. Produced promotional videos for productions and educational programs.

**Digital Marketing Intern – VCU School of Business**

AUGUST 2019 - JULY 2020

Created the digital media content and managed the marketing strategy for the school's social media channels.

**Design and Marketing Consultant – Big Score Auction**

DECEMBER 2017 - APRIL 2020

Provided a variety of design services and marketing expertise for a local start-up. Assisted with social media strategy and management.

**Website Designer and Media Specialist – Music Orchard**

MARCH 2015 - JANUARY 2019

Assisted with the filming and editing of multiple marketing videos, managed the redesign of the nonprofit's website.

**Studio Intern – Studio Two Three**

MAY 2018 - AUGUST 2018

Assisted with screen printing operations, retail production and sales, and community events management.

**Freelance Artist and Designer**

2011 - PRESENT