

SHANNON DEJONG

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Graphic Designer

Product | Packaging | Marketing

Talented and creative GRAPHIC DESIGNER with a wide range of experience creating products, packaging, advertising, and other promotional materials. Adaptable and efficient designer, proficient at creating new layouts and designs for a full product suite and accompanying marketing materials for digital and print promotions. Detail oriented and highly focused on supporting companies to conceptualize and create new products or branding pieces. Able to work well in team or individual settings.

- Increased company Etsy sales by 300% in last 5 years by creating digital and printable content, partnering with marketing team for product promotions, and researching market trends.
- Lead design work on paper line that sold so successfully a second rendition was requested, also sold very well.
- Created products promoted on popular websites Jane.com and Pick Your Plum.

**Adobe Creative Suite | Shopify | Active Campaign | Creator Studio | Constant Contact
Logos | Emails | Product Packaging | Brochures | Product Displays | Greeting Cards
Landing Pages | UI | UX | MacOS | Social Advertising | Digital | Print**

Experience

RINGMASTERS LLC / LIFEBEATS GIFTS
Graphic Designer

2014 – 2020

Designed religious, collegiate, and inspirational jewelry with coordinating packaging. Produced engaging content for social media, emails, and other internet marketing. Created catalogs, brochures, signs, trade show booths, and other printed items to promote products.

- Increased online sales by 85% in 2019 surpassing sales goals every quarter, with consistent YOY growth since 2014, by creating downloadable design content, creating new channels for sales, and partnering with marketing team to increase visibility.
- Logo designs selected by company for 4 internal spinoff companies: Lifebeats Gifts, Fan Frenzy, Snowy Peaks Media, and Boulder Creek.
- Designed popular Christmas product – Countdown to Christ – that sold well for Ringmasters and was featured on resale websites like Jane.com and Pick Your Plum.
- Photographed products and edited graphics utilized across various print and digital marketing channels.
- Created and posted daily content for email newsletters, website promotions, and social media for 3 companies simultaneously.
- Lead designer to create and launch new product lines in collegiate space for over 100 colleges and universities.
- Researched trends in various markets to better create relevant jewelry and gifts for the company's target markets.

SHANNONMADE DESIGNS
Etsy.com Shop Owner, Graphic Designer

2010 – Present

Sell and design printables and other downloadable content, including invitations, cards, party supplies, kids' activities, and other paper goods. Create custom decoration designs for clients.

BOBUNNY PRESS
Graphic Designer

2009 – 2014

Developed themed paper collections and then expanded the theme designs into a full product line with 6 - 12 coordinating embellishments. Designed print and web-based advertisements, catalogs, and trade show materials.

- Created a paper line so successful they requested a rare second rendition.
- Designed number one selling paper lines regularly each quarterly launch.
- Maintained company blog and website including filming/editing video tutorials and product photography.

THE UTAH STATESMAN
Ad Designer

2007 – 2008

Worked with advertising clients to design ads for newspaper space and reformat incoming ads. Consulted with clients and ad sales representatives for design direction.

USUSA (UTAH STATE UNIVERSITY STUDENT ASSOCIATION)
Graphic Designer

2006 – 2007

Created posters and other promotional products to advertise school-sponsored activities and clubs. Coordinated with clubs and other on-campus organizations to promote events. Designed brochures, invitations, and fliers.

Education

UTAH STATE UNIVERSITY
Bachelor of Fine Arts in Graphic Design, minor in Marketing

2008

Related courses included Brand Identity Design, Promotional Management, Typography

