



# SHAYLEE SHEPHERD

VISUAL COMMUNICATION DESIGNER

<https://shayleershepherd.myportfolio.com>

**Hi there**, I am an alumni of The Ohio State University completing my BSD in Visual Communication Design with a minor in Human Development and Family Science. My mind is a constant reel of creative thinking and problem solving. I am passionate about the evolution of design solutions to solve not just for today's world, but also for the futures'. Please reach out, I'd love to get the chance to make more connections!

## CONTACT

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🏠 Columbus, OH

## EDUCATION

**The Ohio State University**  
BSD  
GPA: 3.531  
2019-2023

## SKILLS

**Professional**  
Design Thinking  
Design Research  
User Research  
Usability/Audience Testing  
UX/UI Design  
Typography  
Discursive Design  
Collaborative Design  
Brand Identity  
Data Visualization/Infographics  
Symbol Systems  
Photography  
Photographics

## SOFTWARE

Illustrator  
Photoshop  
AfterEffects  
InDesign  
Premiere  
Figma  
Microsoft Workspace  
Google Workspace  
Miro  
Workfront  
UnReal Engine

## WORK EXPERIENCE

### EMH&T / Visualization Specialist

MAY 2023 - CURRENT

Within the Design and Innovations division I am responsible for a variety of projects. These range from designing banners for project visions, organizing **design research** experiences for public meetings, creating storyboards for - and **animating** through - 3D-modeled project spaces to explain plans and intensions, and even designing **interactive UI** for large company presentations, and more!

### OSU Athletic Department / Graphic Design Intern

JUL 2022 - MAY 2023

Daily as a graphic design intern I would be given various projects to complete for all of OSU's athletic teams. I followed specific brand guidelines tied in with creative freedom to design all things from social media posts, digital advertisements, to print media. This experience intensively improved my skills, and understanding of **Photoshop**. Here I practiced a strong sense of **teamwork** and **communication** to make great work.

### Urban Arts Space / Graphic Design Intern

APR 2022 - SEPT 2022

This mainly remote position requires I discipline myself with keeping a schedule to work on projects, as well as keeping in touch with other team members on updates. Here I've had the opportunity to work more with InDesign to create a catalogue recap of an exhibition, and I also brushed up on some **AfterEffects** when designing motion advertisements to be digitally displayed.

### Ohio State University / Design Research Intern

FEB 2022 - MAY 2022

This experience was new to me. A professor of mine asked to join a multi-disciplinary team to conduct **research** for the potential build of a new campus building - the Keenan Center. I found from **designing a research plan**, to **recruiting participants**, **conducting workshops**, and **analyzing data**, that I really enjoy and value a research approach to design.

### Miscellaneous / Counter Worker, Sales Associate, Sales Representative, Office Assistant, Barista, Server, Bartender

JUN 2017 - MAY 2023

I value strongly the knowledge and perspectives that I have gained from these unique experiences. With each and every new position I take, I feel I gain more of an **understanding of peoples wants and needs**, as well as simply how to communicate conducive with everyone. I bring **knowledge** from all of these experiences into all aspects of my life, and I feel they make me a beneficially **rounded asset** to any team.