

INTRODUCTIONS

Principal Creative Strategist and Director :: www.skndesigns.com :: skndesigns@outlook.com :: 206.850.8201

Strategic communication expert with an impressive 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 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)
- AI TOOLS

EXPERIENCE (CONDENSED)

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

- Strategizing multimedia and marketing campaign solutions utilizing Adobe, MS PPT, and AI tools.
- Specializing in top-tier presentations, dynamic websites, strategic branding, and social media
- Inviting cross functional team and client collaboration, content development, and event planning

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

- Drove transformative growth by analyzing team dynamics and optimizing creative processes through creative intake development / process.
- Formulated poignant marketing strategies, aligning with new business goals (internally and externally).

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

- Spearheaded stakeholder engagement through process evaluation across teams (presentations, video editing, copy, etc.) through campaign development, event planning, product launches, and social media.
- Created project intake refinement with Art Direction to drive key communication initiatives for MS clients.

COMMUNICATIONS & MARKETING STRATEGIST – CONSULTING | PWC, MAY 2021

- Revitalized of marketing materials enhancing relevance and modernity with 24-hour turn times.
- 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 and implementation of intake process to increase proficiency and accuracy by over 50% for 14 different product managers (stakeholders) and top tiers.
- Collaborated closely with cross-functional teams to orchestrate comprehensive marketing strategies.

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

- Developed corporate 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

- Grew their consulting business 25% with new creative initiatives for company and supporting sales enablement by offering diverse multimedia marketing solutions, again both internally and to clients.
- Delivered high-impact designs while maintaining brand integrity for our clients and across various digital offerings, presentations and proposals, product launches, and global events.

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

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

- Created a new brand campaign for a five-county Medicare Advantage product launch for Premera Blue Cross's Medicare Plan; resulted in a 22% increased in-person interactions (Q&As, meet-ups, and customer calls), with a 27% increase in new customer sign-ups within the first quarter.

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

BACKGROUND SUMMARY / BIO AND ENDORSEMENTS

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I've consulted as a Creative Director, Art Director, and Marketing Strategist for leading companies including Expedia, Microsoft, and WE Communications. Skilled in translating complex technical content into impactful presentations for sales and marketing purposes, I excel in strategy framework development and creating easy-to-understand materials. At WE Communications, I managed diverse projects ranging from technology to healthcare, delivering campaign strategies, event graphics, and motion graphics. I thrive on challenges and am dedicated to finding effective solutions. Here's what my colleagues and clients have shared on my profiles with diverse positions and poignant organizations:

ENDORSEMENTS (LinkedIn.com/in/shelleyneves)



"Shelley brought great value to our team with a completely unique skillset 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 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 Manager
MICROSOFT



"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, & International Operations
WE COMMUNICATIONS (AGENCY)



"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



"Shelley excels not only in providing creative direction and delivering distinguished designs, but in recommending marketing strategies that help clients meet strategic business goals. There is no way to fully appreciate Shelley's talents unless you experience her creative process. If you need someone to help you take your business to a new level of professionalism and effectiveness, I highly recommend working with Shelley."

Shelly Ellison, Principal
WRITEFORM CONSULTING



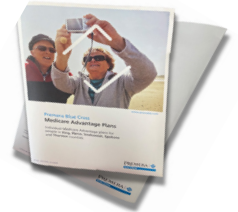
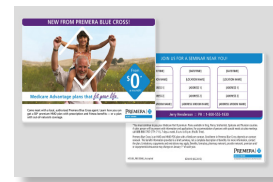
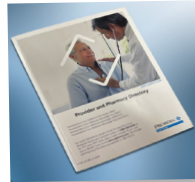
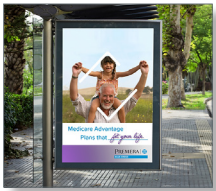
"I hired Shelley to come in and help us modernize our marketing and sales materials that were 15 yrs old. Working within strict branding guidelines, she was "like a SWAT team", quickly executing our request and turning around deliverables in less than 24 hrs. Shelley can navigate complex content and 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

CASE STUDIES SAMPLES

Below are a few marketing strategies with brief background on the collaboration, story/context, and engagement process. Many of my talents and passions around presentation consulting stem from my work with a firm here in Seattle that ONLY specializes in presentations for corporate clients. I have guided top tiers on presenting techniques and art directed videographers or video editors within motion graphics through full marketing campaign strategies. Please visit www.skndesigns.com for “featured work,” and expanded “portfolio” including samples that span across multi-media touch points: campaigns, videos, brand, direct mail, sales enablement, presentation decks and event materials from “real client work.”

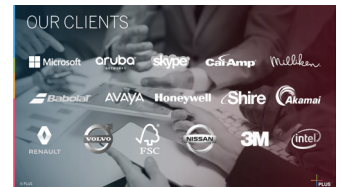
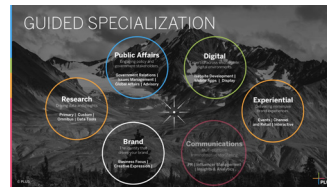
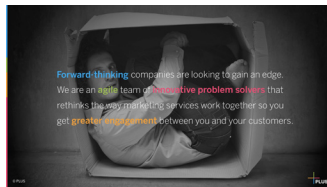
PREMERA BLUE SHEILDS | MEDICARE ADVANTAGE



Shelley reported directly to me, and was a key part of creating 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... 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

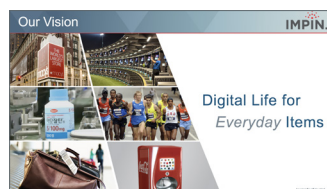
We kept this campaign “focus” on the customers and their “life,” with frame lines over photography. Seven different EOC (Evidence of Coverage) books formatted and print ready, full marketing campaign strategies with clinic posters / events / gorilla marketing. <https://www.skndesigns.com/premera>

WE COMMUNICATIONS (AGENCY) | GLOBAL PLUS PARTNERSHIP



My work with this agency combined marketing assets / campaigns, while being dedicated to top tier presentations for internal and external corporate clients. This effort represents the value in We Communications partnering with five other well-known global agencies to strengthen company capabilities across the globe and on a united front. This campaign and presentation utilizes motion graphics, email, social media, and print materials. www.skndesigns.com

IMPINJ IOT | VENTURE CAPITOL CAMPAIGN MARKETING



Direct collaboration with C-suite (Chris D (CEO), Erik B (COO), and Evan F (CFO)) on this venture capital campaign. Through content development, this campaign was required to adhere to the S1 submittal. It was important for our target audience to relate to Impinj’s products by understanding the platform technology as it pertains to “everyday” life uses. This campaign included marketing strategies, content development, presentation creation, and art direction. This IPO was a huge success and Impinj invited me to take part of the “ringing of the bell” at Nasdaq in NYC. <https://www.skndesigns.com/impinj-iot-ipo>