




RESUME

CONTACT ME

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-  7916 Woodrock Court
Fort Worth, TX 76137

EDUCATION

- 2017-present
Graphic/Web Design Marketing
uDemy.com
- 1998-2000
Graphic/Web Design Business Management
WCSCC / Smithville, OH
- 1996-2000
High School Diploma
Chippewa HS / Doylestown, OH

SKILLS

- **Project Management**
- **Adobe Creative Cloud**
Photoshop, Illustrator, InDesign
- **Web Design/Development**
HTML, CSS, JavaScript, Bootstrap, UI/UX Design, VS Code
- **WordPress**
Elementor, WooCommerce, Advanced Custom Fields, Dynamic Content for Elementor
- **Microsoft Office**
- **Email Newsletters/Marketing**
- **Social Media**
Facebook, Instagram, Twitter, YouTube, Google Business, LinkedIn
- **Effective Communication & Organizational Skills**

SHAUNNA FARRAL

GRAPHIC & WEB DESIGNER

ABOUT ME

Detail oriented and organized graphic and web design specialist with over 10 years of experience in creating reliable, unique, and impactful designs. Skilled in client collaboration, crafting one-of-a-kind brand identities and promotions, in alignment with the latest web and graphic design trends. Eager to support your company in brand development and improving customer experience.

WORK EXPERIENCE

- **Director of Creative & Marketing**
The Londoner Pub Corp. / Jun 2020-Aug 2023
 - ▶ Used WordPress, HTML & CSS to create user friendly, specialized and organized websites to display company menus, events, promotions, and illustrative content across 5 separate websites for three locations..
 - ▶ Designed graphic and video assets for both print and digital media utilizing different styles and approaches for all public campaign efforts, textiles, material goods, and advertising.
 - ▶ Redesigned company branding, boilerplate, business cards, menus and company-wide marketing content with modern aesthetics and consistent design.
 - ▶ Initiated email campaigns and designed layout and graphics for weekly and automated emails that saw subscriber growth over 1,000 per location over 2 years, with 52% interaction rates.
 - ▶ Daily management and oversight of social media sites including Facebook, Twitter, Instagram, Google Business, and LinkedIn for three separate locations.
- **Creative & Web Specialist**
Greater Keller Chamber of Commerce / 2018-2023
 - ▶ Created and managed organization website with focus on user/member accessibility and integrated with ChamberMaster (Growth Zone) CMS.
 - ▶ Used Adobe Photoshop and Illustrator to create cutting edge, on-trend media and marketing materials to promote events, announcements, and media for both print and digital promotion.
 - ▶ Used Microsoft PowerPoint to create custom monthly luncheon slideshows to support the theme and style of each event, in collaboration with speakers.
 - ▶ Management of social media platforms (Facebook, Google Business, YouTube) in collaboration with members and Director of Membership to promote organization and member content.
 - ▶ Weekly update newsletter & member e-Blasts via MailChimp with custom made HTML templates and targeted promotion.

CERTIFICATES

- **Web Design for Web Devs**
uDemy.com (2017)
- **Responsive Web Design**
freeCodeCamp.org (2018)
- **HTML5 Mastery**
uDemy.com (2018)
- **Advanced CSS & Sass**
uDemy.com (2018)
- **WordPress Theme & Plugin Development**
uDemy.com (2019)
- **Adobe InDesign Master Class**
uDemy.com (2023)
- **Figma UI/UX Design Essentials**
uDemy.com (2023)

INTERESTS



CROCHET



GAMING



MUSIC



READING



COOKING



PUZZLES

PORTFOLIO

THEORIGINALROOSKIE.COM

REFERENCES

Available upon request

WORK EXPERIENCE

- **Freelance Web & Graphic Designer**
The Original Rooskie Design Co. / 2013-present
 - ▶ Worked with clients across a broad spectrum of industries to create small business websites with HTML, CSS, JavaScript & later WordPress.
 - ▶ Created unique individual branding for multiple new local small businesses, including logo design, boilerplate, and marketing materials.
 - ▶ Individually commissioned projects for print and digital media, including custom party backdrops, animated graphics, material goods (brochures, banners, stickers, etc.), and textiles (clothing and custom crochet pieces).

PROJECTS

- **Specialty Wedding Design**
2023
 - ▶ Created a wedding website with interactivity, custom integrated RSVP system, and coordinated graphics.
 - ▶ Designed custom wedding invitations in the style of a travel postcard for destination wedding.
 - ▶ Authentic and personalized wedding logo design with likenesses of bride & groom for all materials.
 - ▶ Crafted custom wedding favors and supplemental materials in line with theme and branding, including koozies, stickers, custom whiskey bottle labels and signs.
- **Scrapbook Design Team Member and Blogger**
2006-2014
 - ▶ Worked with manufacturers and independent scrapbooking websites as a Design Team member, producing scrapbooks, pages, cards, layout designs, home decor and media content to help promote products and custom assembled kits.
 - ▶ Developed and managed a complete website & blog on WordPress platform to showcase my portfolio; created daily blogs and tutorials on behalf of clubs and manufacturers to help showcase their products.
 - ▶ Publication of work in Scrapbook Trends magazine (print and digital): August 2012, December 2012 & April 2013 (Create! special edition).

SOCIAL MEDIA



www.facebook.com/shaunnarooskie



www.instagram.com/shaunnarooskie



www.linkedin.com/in/shaunnarooskie