



# Gaylon Shamel

Senior Art Director

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3514 Home Street, New Orleans, Louisiana 70118 

## Education

**Bachelor of Fine Arts in Graphic Design at The University of Iowa, IA**

Aug 2008 - May 2012

Some skills I've learned are: effective communication, time management, organization, problem solving, and critical thinking.

## Links

[linkedin.com/in/gaylonshamel](https://www.linkedin.com/in/gaylonshamel)

## Skills

Adobe Creative Suite



Sketch




InVision



User Experience Design



Visual Design



Interaction Design



## Languages

English



Russian



## Employment History

### Senior Art Director at Theisen's Home\*Farm\*Auto, IA

Jun 2022 - Present

- Led a team of 5 art directors and 15 designers in creating the visual identity for a new luxury hotel brand. The project included logo design, collateral, website, signage and wayfinding systems.
- Managed budgets totaling \$1M+ on annual basis across multiple clients.
- Won 4 ADDYs (American Advertising Federation) awards for excellence in advertising.
- Was promoted 3 times within 6 years at previous agency.
- Negotiated and oversaw production of print ads, billboards, TV commercials with outside vendors.
- Trained junior staff members on Adobe Creative Suite software.

### Art Director at Country Financial, IA

Jul 2019 - Apr 2022

- Led a team of 15 designers and illustrators to create 300+ pieces of original artwork for the client's annual report.
- Conceptualized, designed, and produced an award-winning promotional video for the launch of a new product line.
- Increased sales by 20% through creative rebranding campaign targeting key demographics.
- Generated \$1M in additional revenue through successful implementation of innovative marketing strategies.
- Developed strong relationships with high-profile clients, resulting in repeat business and referrals.

### Associate Art Director at MidAmerican Energy, IA

Sep 2012 - May 2019

- Led a team of 4 designers in creating the visual style for a new mobile app, which resulted in 1.5 million downloads in the first month.
- Created an annual report design that was so well-received, it led to a 10% increase in donations.
- Managed a budget of \$100,000 for art and photography supplies while staying within budget constraints.
- Trained 5 junior designers on best practices for graphic design and layout principles.

## Certificates

### Certified Senior Art Director (CSAD)

Mar 2021

### TensorFlow Developer Certificate

Nov 2019