

2018

**SHANNA COTE**

**CREATIVE**

**ARTIST**

**DESIGNER**

**VISIONARY**

HELLO  
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# HELLO

## WORK

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17 YRS

**Currently:**  
Creative Director  
@ Hillsdale College

## EDUCATION

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DEV

**Full Sail University**  
Bachelor of Science  
Mobile Development

ART

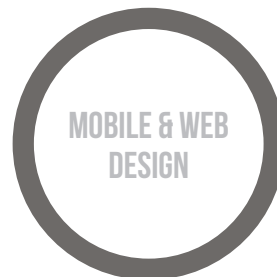
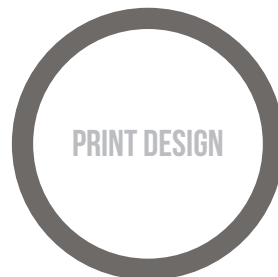
**Sessions College**  
Advanced Certificate  
Graphic Design

I am a problem-solving designer and developer. I work hard to create outstanding and engaging designs that fulfill user needs. A self-driven hybrid uncommon in the creative/tech community. Innovative, loyal, enterprising and forward-thinking artist with a creative spark.

With 17+ years experience in the design industry, I bring the knowledge of creative strategy, visual direction, management, and strategic communication to the table. To date, my work has been published in three industry design books.

## STRENGTHS

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## SKILLS

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ADOBE CREATIVE SUITE

HTML, CSS & JAVASCRIPT

PHOTOGRAPHY

IOS / OBJECTIVE C / SWIFT

PROJECT MANAGEMENT

ANDROID / JAVA

USER EXPERIENCE RESEARCH

UI / WEB / MOBILE / PRINT



SHANNA COTE





# TIMELINE

2018

**2017-Present**  
**Creative Director**  
Hillsdale College

**2013-2017**  
**Lead UI Designer**  
Fulcrum Mobile Solutions

**2011-2013**  
**BS Mobile Development**  
Full Sail University

**2011-2013**  
**Director of Marketing & Design**  
The Grablet

**2007-2009**  
**Advanced Certificate - Graphic Design**  
Sessions College

**2003-2011**  
**Lead UI Designer**  
cPanel

**2001-2013**  
**Creative Director**  
Sitesquared

**2015-Present**  
**Mobile Development Advisory Board**  
Full Sail University

**2013 Advanced Achievement Award**  
Full Sail University

**2011 Web Designer Idea Book Vol. 2**  
Web Design - Creative Inspiration

**2010 Big Book of Packaging**  
Packaging Design Award

**2009 index Book - Basic Pack**  
Packaging Design Award

2001



## EXPERIENCE

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# WORK

2017-  
PRESENT

### **Creative Director Hillsdale College**

Create and implement the visual design elements associated with the college brand. Work extensively with multiple departments to create a fluid design throughout all materials and interfaces.

**Skills:** Design, Print, Management, Leadership, Visual Direction

2013-17

### **Graphic / Web / UI Designer Fulcrum Mobile Solutions**

In charge of web and marketing design, digital asset management, front-end development, and the UI/UX for all products created at Fulcrum. Also work extensively on the mobile interfaces for our app.

**Skills:** Design, Management, Leadership, Visual Direction

2001-13

### **Creative Director Sitesquared**

Create artistic, creative, and unique website designs, offer SEO advice, print and packaging design, and extensive ecommerce design.

**Skills:** Design, Management, UI/UX, Creative Strategy

2011-13

### **Director of Marketing & Design The Grablet**

Head Creative at The Grablet. In charge of Design, Development, Marketing, and Social Media. Extensive print design and packaging design.

**Skills:** Concepts, Design, Print, Web Design, Branding

2003-11

### **Lead UI Designer cPanel**

Design solutions to user problems. Create visual mockups and interactive wireframes then convert them into HTML/CSS templates for implementation. Generate graphic designs for print media, the corporate website, and user interfaces.

**Skills:** UI Design, Wireframes, User Experience

# EDUCATION

2011-13

### **BS Mobile Development Full Sail University**

**GPA:** 3.98

2007-09

### **Advanced Certificate - Graphic Design Sessions College**

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# PORTFOLIO







**Francie Pants**

Complete brand design, packaging design,  
website design.

[www.franciepants.com](http://www.franciepants.com)





**UBS Financial Services, Inc.**

A fun flyer sent out to the Impact Investing team at UBS.



## PORTFOLIO

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### Business Card Design

Fun business card design for a sports accessory company.



### Brickpopper

Packaging, website & brand for Brickpopper.

[www.brickpopper.com](http://www.brickpopper.com)



### E-shirt

Creative t-shirt design with a decorative elephant.



### Business Card Design

Fresh business card design for Fulcrum Mobile Solutions.





## Pinelope

Complete concept, brand and development of a personal shopping app.



# PORTFOLIO

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## CYSC

App design and development for Catholic Youth Summer Camp.

[www.cysc.com](http://www.cysc.com)





## Grablet

Complete Branding, packaging design, print products, and product development. Website and Marketing design and development





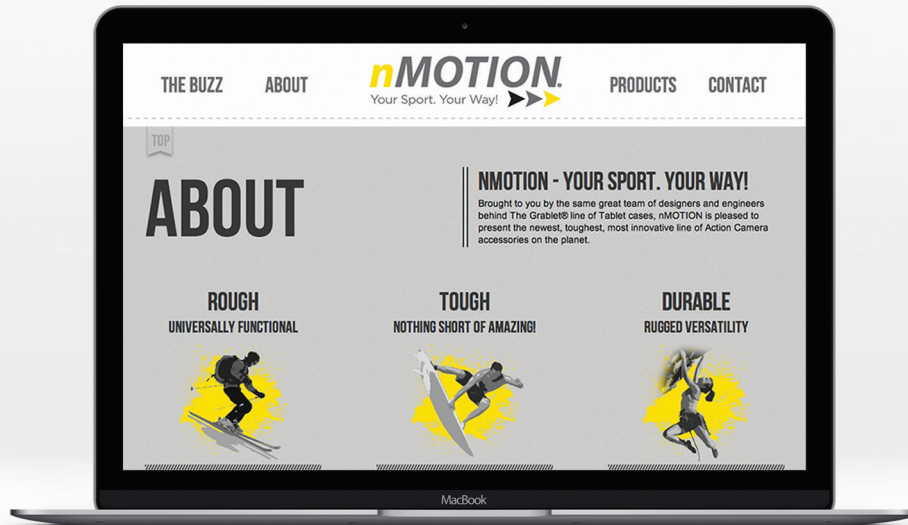
**Anarchy Cables**  
Print materials for product development and promotion.



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# PORTFOLIO

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## nMotion

Web design, product sketches, marketing materials and branding.



## Fulcrum Mobile Solutions

Web design, app design, marketing materials.

# SHANNA COTE

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## Alumni Magazine Redesign

Full redesign for the Alumni Magazine, including new paper choices, fonts, layout.



## Darkest Hour Special Screening

Ticket design for a special screening of *Darkest Hour* and a panel discussion with Gary Oldman and Doug Urbanski.



## Online Course Website

Design & development for Hillsdale College's online courses.



## Print Materials

Institution-wide print materials for Hillsdale College.



## CLIENTS

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# BRANDS

Over the past 15 years I've had the privilege of working with some incredible brands. A brand is more than just an outward appearance. A brand is what shapes a company. It's what you stand for. It's an extension of your values. I am very passionate about helping companies create their brand. They in turn shape me. They become what I stand for. They emulate my values. Here are just a few amazing brands that I have worked with.



## AWARDS

2013

**Advanced Achievement Award:** The Advanced Achievement Award is given to only one student in each graduating class. The award recognizes outstanding achievement throughout the whole program, acknowledging such things as effort, dedication, energy, sacrifice, skill, and leadership. Full Sail recognizes that the Advanced Achievement Award is one of its most prestigious awards and is usually indicative of a student who is most likely to succeed.

2011

**Web Designer Idea Book Vol. 2:** Creative Inspiration Award - Web Design.

2010

**Big Book of Packaging:** Packaging Design Award - Apparel Packaging.

2009

**Index Book - Basic Pack:** Packaging Design Award - Children's Fashion Packaging.

## ADVISORY

2015-  
PRESENT

**Full Sail University - Mobile Development Advisory Board**  
Currently serving on the Advisory Board for Full Sail University's Mobile Development Program. We meet twice a year to discuss how we can improve the program.

## REFERENCES

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# SHANNA IS...

“Shanna is an incredibly talented Creative Director. I have worked with her on several large-scale projects over the years and have always been impressed by her passion for design, her ability to innovate and create and her final results. Her inspired vision and thorough execution are second to none. I enthusiastically recommend, without reservation, Shanna and her talents, her imaginative, impactful and artistic creations.”

Jimi Marshall, Regional Sales Manager at Stephen Gould Corporation

“Shanna is definitely a Utopian hybrid, hard to find in most IT/design environments. While she can interpret and debug back end code; she also ensures that UI applications are user friendly and intuitive. She possesses excellent work ethics, able to adapt to any organizational culture. More importantly, she is always willing to help outside her scope of support or assigned duties. She helped me tremendously to identify and verify unexpected behaviors and deficiencies within the Software from a Quality Assurance perspective. Shanna will definitely become a technical+design asset for any company.”

Alex Villegas, Security, Privacy & Compliance at Microsoft Dynamics CRM

“Shanna is one of the most creative people I know. She’s always willing to put in the extra effort to get a job done right, and make it look great. Shanna is a tremendous asset and a great person to work with.”

Eric Gregory, Director of Marketing at Total Server Solutions/COLO@



SHANNA COTE

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## MORE INFO

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