

SHAWN SCHINAULT

Experienced graphic designer, creative director, educator & design advocate.

EXPERIENCE

CREATIVE DIRECTOR, GRAPHIC DESIGNER AND CONSULTANT

Schinault Design

Reno, Nevada (January 2011 To Present)

- Freelance creative specializing in thoughtful design and unique communication solutions
- Logo, branding, packaging, direct marketing collateral, advertising, trade show booth design and copy writing

GRAPHIC DESIGN LECTURER

University of Nevada Reno – Reno, Nevada

(August 2019 to May 2023)

- Teaching introductory & advanced level courses within the UNR School of Fine Arts Graphic Design BFA program

SENIOR GRAPHIC DESIGNER

Peppermill Inc. – Reno, Nevada

Advertising Department (June 2016 to present)

- In-house designer catering to the creative needs of six resort destination properties across Nevada
- Initiated year round special event theme development and creative marketing design
- Responsible for original entertainment design at EDGE Nightclub and the Live at Terrace Lounge concert series
- Designed original creative collateral and digital marketing for regional musical entertainment series
- Refined existing property collateral and signage into a comprehensive system

GRAPHIC DESIGNER

Grand Sierra Resort and Casino – Reno, Nevada

Marketing and Advertising Department (December 2013 to June 2016)

- Lead Graphic Artist for the creative needs of a world-class destination resort, convention center, spa and casino
- Unified property marketing, print, outdoor advertising and signage into a cohesive brand system
- Directed property-wide environmental signage redesign and execution
- Overhauled and updated dining menus across property restaurants
- Grand Theatre venue poster layout and digital marketing design for national headlining entertainers
- Oversaw entertainment and venue signage creative design for LEX Nightclub

EDUCATION

Academy of Art University - San Francisco, California | Masters Of Fine Art: School of Graphic Design – May 2018

University of Central Florida - Orlando, Florida | Bachelors of Arts, Graphic Design Specialization – August 2010

Valencia College - Orlando, Florida | Associates of Science, Graphic Design Technologies – May 2003

AWARDS AND ACHIEVEMENTS

SuperZoo Best in Show – Trade Booth Design (Super Snouts)

6 Silver Addy Awards (local) / Bronze Addy Award (regional) American Ad Federation

Academy of Art University Student Showcase Selection Award

Valencia College Annual Student Juried Exhibition Award

CREATIVE SOFTWARE SKILLS

Adobe Creative Suite: Illustrator CC | Photoshop CC | InDesign CC, Microsoft Office, Social Media Savvy

EXTRA CREDIT

AIGA Reno-Tahoe, Past President

Member AIGA

Member AAF

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portfolio online at schinault.com