

SHAWN SCHINAULT

SHAWN SCHINAULT • ART DIRECTOR • EDUCATOR

I believe good design should solve problems, tell stories, and make people feel something. As an Art Director and Designer, I've spent my career creating work across out-of-home advertising, branding, hospitality, entertainment, agency, and in-house environments. I enjoy solving creative problems, collaborating with good people, and helping other designers grow. Be excellent to each other.

call me 407.808.1760

email shawn@schinault.com

portfolio www.schinault.com

social @schinault_design

WORK EXPERIENCE

Art Director OUTFRONT Media (Oct. 2024 to Present)

- Lead creative for the Washington, D.C. market, developing out-of-home (OOH) advertising campaigns for local, regional and national clients.
- Develop campaign concepts from initial strategy through final production, developing work that meets business goals while strengthening client's brand.
- Partner with sales teams, account executives and clients to create compelling campaign ideas that support new business and strengthen client relationships.
- Lead and mentor a team of 4–6 designers, providing creative direction, feedback and oversight throughout the design process.
- Identify new opportunities for OOH advertising by rethinking existing inventory and developing creative solutions for previously untapped spaces.
- Present creative concepts to clients and internal stakeholders, clearly communicating ideas and guiding projects from concept through execution.

Senior Graphic Designer Hickok Cole Creative (Oct. 2023 to October 2024)

- Designed integrated branding and marketing campaigns for multifamily housing clients, creating cohesive visual systems across print, digital and environmental applications.
- Collaborated with cross-functional teams to develop creative solutions that strengthened brand identity, supporting leasing and marketing goals.

Senior Graphic Designer Peppermill Resorts (June 2016 to Aug. 2023)

- Designed integrated marketing campaigns for six luxury resort, nightlife, and entertainment venues, producing award-winning print and digital campaigns recognized with four American Advertising Awards (ADDYs).
- Helped shape the visual direction for entertainment and event marketing, creating campaigns that strengthened guest engagement and elevated the Peppermill brand.

Creative Director Schinault Design (Jan. 2011 to Present)

- Provide branding, packaging, and marketing design for a diverse range of clients, leading projects from concept through production.
- Partner directly with clients to develop strategic creative solutions across print, digital, and environmental media.

Adjunct Graphic Design Instructor Anne Arundel CC (Aug. 2023 to Present)

Graphic Design Instructor University of Nevada, Reno (Aug. 2019–May 2023)

- Teach introductory and advanced graphic design courses emphasizing design principles, typography, visual communication, and portfolio development.
- Bring current industry practices into the classroom through critiques, professional workflows, and real-world project examples.

AWARDS

7x American Advertising Awards (6 Silver, 1 Bronze)

MarCom Gold Award

SuperZoo Best in Show – Trade Show Booth Design

AREAS OF EXPERTISE & SKILLS

Creative Expertise

Creative Direction

Art Direction

Out-of-Home Advertising

Brand Identity

Campaign Development

Typography

Packaging Design

Environmental Graphics

Trade Show & Experiential Design

Presentation Design

Technical Tools

Adobe Creative Cloud

Illustrator, Photoshop, InDesign,

After Effects

Figma

Adobe XD

Leadership

Team Leadership & Mentoring

Client Presentations

Cross-Functional Collaboration

Creative Strategy

Higher Education Instruction 6 years

EDUCATION

MFA Graphic Design

Academy of Art University

BA Graphic Design

University of Central Florida

AA & AS Graphic Design

Valencia College

AFFILIATIONS

Past President and

Communications Chair

AIGA Reno-Tahoe

Member AIGA & AAF