

SHAWN SCHINAULT

SHAWN SCHINAULT • GRAPHIC DESIGNER/ART DIRECTOR

Dynamic creative professional with experience in high-impact design projects, community events, and creative initiatives across in-house, hospitality, agency and corporate environments. Continuously learning and growing, dedicated to the design community and a commitment of being excellent to each other.

call me 407.808.1760

email shawn@schinault.com

portfolio www.schinault.com

AWARDS AND ACHIEVEMENTS

Best in Show, SuperZoo Trade Booth Design (Super Snouts/Diggin' Your Dog)

Six Silver Addy Awards (local) American Ad Federation

Bronze Addy Award (regional) American Ad Federation

KEY SKILLS

Design & Advertising

Graphic design, layout, typography, concept development, advertising, outdoor advertising, art direction package design, content creation, trade show booth design

Technical Tools

Adobe Illustrator, Photoshop, InDesign, XD, Figma, Office, Mac/PC OS

Interpersonal Strengths

Team leader, critical thinker, strong communicator, flexible and adaptable, teaching, training and mentoring, client relations, cultural awareness, public speaking

WORK EXPERIENCE

Senior Graphic Designer Hickok Cole Creative (2023 to Present)

- Design brand systems and marketing solutions tailored for the real estate and multi-family housing sector.
- Generate a 50% boost in social media follower engagement within six months through strategic content creation and campaign management.

Adjunct Graphic Design Lecturer Anne Arundel CC (2023 to Present)

- Develop curriculum and lesson plans emphasizing graphic design fundamentals, typography, visual composition and technical software.
- Integrate practical industry experiences into lectures to bridge theoretical concepts with real-world application.

Graphic Designer, Art Director, PM Schinault Design (2011 to Present)

- Develop award-winning brand identity systems, packaging, trade show booth design and marketing collateral for clients including Lendmark, Netflix, Super Snouts, Diggin' Your Dog, WinWorld, Heavenly Hounds, and Pet Gazebo.
- Design identity and packaging campaigns distributed nationally in retail stores. Assist in a multi-million dollar company acquisition, delivering tailored creative solutions.

Graphic Design Lecturer University of Nevada, Reno (2019 to 2023)

- Delivered personalized mentoring and feedback, coordinated special events and collaborative projects with the design community, and successfully grew the program through effective promotion.

Senior Graphic Designer Peppermill Resorts (2016 to 2023)

- Created engaging entertainment and advertising print and digital collateral for six notable luxury nightlife and concert venues, winning four Addy Awards.
- Revamped the visual design direction for event collateral, increasing participant registration by 30%. Streamlined design process to ensure brand consistency across resort properties.

Graphic Designer Grand Sierra Resort and Casino (2013 to 2016)

- Designed marketing visuals, including brochures, banners, and digital ads, adhering to brand guidelines and visual identity.

EDUCATION

MFA Graphic Design

Academy of Art University

BA Graphic Design

University of Central Florida

AS Graphic Design

Valencia College

AFFILIATIONS

Past President and Communications Chair

AIGA Reno-Tahoe

Member AIGA & AAF