



shannonkirkpatrick.com

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Shannon Kirkpatrick

Graphic Designer

I am a multi-disciplinary designer at the intersection of fine art, editorial design, and architecture. Above all, **I tell stories through design.**

EDUCATION

S.I. Newhouse School of Public Communications, Syracuse University
B.S. Graphic Design, minors in Architecture and English & Textual Studies - May 2023

Honors – Annual Dean's List Recipient

DISTINCTIONS

American Graphic Design Award
GDUSA (2022)

Student Designer of the Year
Society for News Design (2022)

Devesty-Williams Scholar
Syracuse Press Club (2021)

AEJMC Best of Design
Best in Branding & Stationery category (2021)

Southeast Colloquium Creative Contest
1st in Publication & Editorial Design; Honorable Mention in Branding; Honorable Mention in Illustration (2021)

Graphis New Talent
Silver and Honorable Mention (2021)

SND News Design Awards
Best Student Newspaper, Best Sports Design (2021)

Girl Scout Gold Award
North Syracuse Mural Project (2018)

Young & Amazing Award
Fine Arts (2019)

Fengler Scholarship
Website Design and Videography (2019)

Pay It Forward
Art Scholarship (2019)

EXPERIENCE

FREELANCE DESIGNER | **Vital Impacts**, Ami Vitale & Eileen Migroni (Remote)
January 2023 – present

Working on social media campaigns and other design consultancy projects for their non-profit organization · Designing social media posts using existing logo, images and typography · Created a favicon for the website

PRINT & DIGITAL DESIGN INTERN | **Star Tribune** (Minneapolis, MN)
June 2022 – August 2022

Designed section front pages, inside jump pages, and double-truck spreads · Art directed and executed feature page illustrations · Translated print illustrations and stories to the website using HTML and CSS · Collaborated with various copywriting, graphics, and design teams

PRESENTATION DIRECTOR | **The Daily Orange** (Syracuse, NY)
September 2019 – June 2022 (previously: Design Editor)

Lead a team of six designers each night of digital and print production · Guided the visual look and art direction of the print paper on a tight deadline · Brainstormed and pitched graphic ideas and illustrations · Designed special guides, spreads, and illustrations—including food spreads and special sections with custom illustrations

DESIGN INTERN | **Revive Glassworks** (Kahului, HI)
June 2021 – August 2021

Established e-commerce presence on website, 3rd-party websites (Etsy, Ebay, Amazon), and Instagram · Created brand guidelines and logo variations from existing logo · Developed Facebook and Instagram content for the new company · Used SEO strategy to increase attention

DATA GRAPHICS DESIGNER | **The Stand** (Syracuse, NY)
December 2020 – June 2021

Designed the layout of the monthly Syracuse newspaper · Created fresh designs while keeping within branding guidelines and colors · Created data graphics for online stories and social media (Twitter, Facebook, Instagram) · Collaborated with photographers to ensure the photography is used as intended

RELEVANT SKILLS

Adobe Creative Suite
InDesign, Illustrator, Photoshop, AfterEffects, XD, Premiere Pro, Aero, Dimension

Figma

Blender

HTML/CSS

Rhinoceros (Architecture)

Wordpress, Squarespace

Procreate for iPad

Social Media