



# BRIAN D. SHAW

Designer & Illustrator

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## QUALIFICATIONS

Skilled in Adobe Photoshop, Illustrator, InDesign, Bridge, Lightburn, graphic design, package design, logo design, concept development, advertising design, branding, illustration, digital illustration, web design, Shopify and Squarespace design/maintenance, poster design, typography, and most traditional mediums

## WORK EXPERIENCE

### MASTER REPLICAS LEAD GRAPHIC DESIGNER/PRODUCT DEVELOPMENT MANAGER | Zieglerville, PA | July 2018-May 2020

Responsible for the creation of all packaging designs, advertising collateral, social media ads, logo creation, trade show graphics, art direction for all products, and for overseeing the design and production department to make sure all projects are consistent with brand guidelines and deadlines are met

- Worked with the Smithsonian's National Museum of Natural History to create fossil replicas from their collection and their respective packaging materials
- Under the Warner Bros. license, developed promotional campaigns, packaging, and on-screen graphics for HAL 9000 replicas from the film *2001: A Space Odyssey*
- Teamed up with TruTV to develop and design a new line of products for the hit TV series, *Impractical Jokers*
- Worked closely with the marketing team to develop new campaigns and strategies for new customer acquisition

### WEGMANS ADVERTISING/GRAPHIC DESIGNER | Malvern, PA | June 2013-June 2018

Designed advertisements, logos, promotional materials, signage and other collateral for all departments in five store locations

- Worked with a variety of mediums to achieve final designs such as 3-D foamcore, paints, chalk, and the Adobe creative suite
- Helped open two new store locations and was responsible for completing all marketing materials for the Grand Openings
- Designs/signage have increased sales in almost all departments, some by as much as 25%
- Designs were recognized company-wide and by outside vendors, and were requested in stores outside the region

## FREELANCE EXPERIENCE

### DOYLESTOWN WEBSITE DESIGN, WEB DESIGN/DEVELOPMENT | August 2020-Present

- Assisted in the development and design of various websites on Shopify, Wordpress, and Squarespace

### OFFICIAL GIG POSTER DESIGN | March 2012-Present

- Designed and illustrated official gig posters for Wilco, M83, Haelos, N i G H T S, Magical Mystery Doors, and Grammy award winning rock band, The War on Drugs
- The posters all sold out and made each band several thousand dollars in revenue

### LIMERICK VETERINARY HOSPITAL REBRANDING, LOGO & ADVERTISING DESIGN | October 2020

- Designed a logo for the hospital's 75th anniversary, as well as a new logo to be used to rebrand the hospital
- The new design will be used on the company website, apparel, stationary, packaging and other various applications

### PUBLISHED BOOK ILLUSTRATION | March 2019/January 2021

- Illustrated and assisted with layout design of the children's book, "A Penny Full of Thoughts" and "The Traveler"
- Each book has been published and sold on Amazon and other online retailers

### D&J PREMIUM/BIONIC KNEE BREWING, LOGO AND PACKAGING DESIGN | June 2016/May 2017

- Conceptualized and created a logo and packaging designs for D&J Premium Hot Sauce line and Bionic Knee Brewing Co.
- The designs are printed on each flavor profile and distributed to retailers across the nation

### DEVIL'S TOWER NATIONAL MONUMENT, STATIONARY/PRINT DESIGN | May 2017

- Illustrated "The Legend of Devil's Tower" which was printed on stationary and sold as official artist prints at the Devil's Tower Trading Post giftshop at Devil's Tower National Monument in Wyoming.

## EDUCATION

B.F.A. Kutztown University of Pennsylvania Communication Design - Cum Laude