SHAINA VANDERVEER

Brand Identity • Graphic Design • Digital Design • Creative Strategy

ABOUT ME

Senior Designer with 5+ years of experience helping organizations define and express their brands through strategic thinking and thoughtful design. From research and creative direction to complete identity systems, I enjoy solving complex communication challenges and creating work that is both distinctive and practical. I collaborate closely with clients and cross-functional teams to bring ideas to life.

EXPERIENCE

Senior Brand Designer Nov 2023 – Jul 2026
Graphic Designer Aug 2021 – Nov 2023
Ruckus

- Lead branding and visual identity projects from strategy through execution, translating client goals into cohesive brand systems.
- Develop creative direction based on brand research, audience insights, competitive analysis, and market positioning.
- Design scalable identity systems, including logos, typography, color palettes, visual assets, and brand guidelines.
- Create integrated marketing materials across print and digital channels, including websites, packaging, presentations, advertising, and social content.
- Present concepts to clients and collaborate with creative team members to deliver high-quality design work.

Graphic Designer • Internship May 2019 – Aug 2019
Community Arts Center

- Designed print and digital marketing materials including advertisements, event programs, banners, billboards, social media graphics, promotional collateral, and branded assets.

Custom Framing Specialist Aug 2015 – Mar 2020
A.C. Moore

- Designed custom framing layouts and realistic visual previews using specialized framing software, consulting with clients on color, composition, and archival-quality solutions.

EDUCATION

Pennsylvania College of Technology Class of 2020
Bachelor of Science
Major in Graphic Design, Minor in Marketing
Dean's List • Major GPA: 3.64 • Cum Laude

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SKILLS

Creative Direction
Brand Identity
Brand Strategy
Moodboarding
Logo Design
Visual Systems
Marketing Design
Editorial Design
Print Production
Packaging Design
Presentation Design
UX/UI Design
Email Campaign Design
Social Media Design

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Dimension
Figma
Adobe XD
Procreate
Canva
Microsoft Office
Google Workspace