

shannon walshe

GRAPHIC DESIGNER • PHOTOGRAPHER • PRODUCT DESIGNER • ILLUSTRATOR

A passionate, creative, multi-skilled individual – ready for a challenge!

I live to create and love to learn; from copywriting to crafting, I've had a go at almost anything I can get my hands on. I excel in creative 'build from the bones up' projects, and I always aim for innovative, original ideas and concepts. I specialise in advertising and marketing design but absolutely live for a bit of illustration and packaging design. I'm seriously committed to producing beautiful and conscientious work and would love to share it!

Education

UX Design Institute.
March 2021 - Present

UX Design
Professional Diploma

Find Me A Gift.
May 2013 - April 2014

Design Apprenticeship
Advanced Level

Creative Alliance.
May 2013 - April 2014

Art & Design Level 3
BTEC Diploma | Distinction

Warwickshire College.
Sept 2011 - May 2013

Art, Psychology & English
3 AS Level Qualifications

Ashlawn School.
Sept 2006 - May 2011

9 GCSE's | A - C

Work Experience

Expressco/ MV Sports.
June 2021 - March 2023

Graphic Designer

Glenway Products.
June 2019 - Nov 2020

Graphic Designer | Photographer

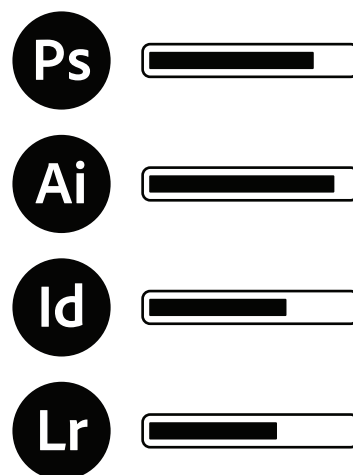
Freelance.
Feb - July 2017

Graphic Designer | Illustrator

Find Me A Gift.
May 2013 - Feb 2019

Graphic Designer | Photographer
Product Designer & Developer

Software



Values

CREATIVITY
CURIOSITY
FLEXIBILITY
INNOVATION
DEPENDABILITY
PRECISION
HUMILITY
COOPERATION

Contact

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Based in Rugby, Warwickshire

Interests



Duties & Responsibilities

Expressco/ MV Sports.

June 2021 - March 2023

Graphic Designer

- Create a wide range of visual content including email campaigns, website banners, product images, product videos, social media visuals, and print adverts, all in line with brand guidelines.
- Create content for third party marketplaces such as eBay, Amazon, and Wayfair
- Support the ecommerce manager and content executive with the creation of additional marketing content as and when required
- Maintain consistency of branding across multiple channels and the look and feel of the company websites
- Liaise with stakeholders to discuss project requirements and develop concepts based on their needs
- Drive projects from concept through to design, print, and production
- Work alongside printers and developers to ensure a design brief is delivered on time
- Proof-read all material to ensure accuracy and that all finished work is delivered to the highest standard
- Drive self-development through on-going research and networking
- Develop new visual branding concepts through 4 websites
- Create and edit new photography content for marketing and website purposes

Glenway Products.

June 2019 - Nov 2020

Graphic Designer | Photographer

- Designing catalogue cover and pages from scratch to best showcase an extensive range of products, including icon designs and layout; 300+ pages. Also involved in photographing and editing product images
- Responsible for redesigning Glenway's logo and creating a style guide for 2020 launch including colour and fonts, imagery and overall look
- Redrawing logos and artwork submitted by customers into a suitable format for engraving/production
- Producing graphic representations of trophies and medals to demonstrate the customers designs
- Using in-house cataloguing system to access dimensions and specifications for proofs
- Redrawing logos and artwork submitted by customers into a suitable format for engraving/production
- Producing graphic representations of trophies and medals to demonstrate the customers designs
- Creating designs and artwork to scale to be manufactured into trophy and medal designs. Both hand-drawn and computer generated designs
- Product photography for various clients & social media images, image retouching and exporting to appropriate file types and image sizes
- Finding appropriate images from our in-house system to send to both clients and colleagues

Find Me A Gift.

May 2013 - Feb 2019

Graphic Designer | Photographer

Product Designer & Developer

- Designing and fulfilling personalised prints for customers
- Packaging – designing graphics, writing copy and composing existing brand elements into print ready artwork
- Leading the New Product Development team – organising times and agendas for meetings, delegating tasks, encouraging engagement in brainstorming and communicating with Purchasing Manager and MD to feedback on process
- Product Photography – setting up shoots, photographing a variety of images in both lifestyle and white background settings, communicating with Marketing Department on briefs for promotional images, cataloguing and filing imagery, editing, cutting out and resizing photographs to website standards
- Designing products e.g. Towels, Jewellery, Cushions, Mugs from concept to final product
- Market research to inform designs for various products, analysing longevity, popularity and price points, compiling research to present
- Designing marketing materials such as show cards, presentations, newsletter elements and promotional posters
- Writing copy and captions for presentations, packaging and products
- Introductory training to new and temporary design team members
- Communicating with manufacturers in regards to product development – producing detailed briefs to follow and providing feedback and suggesting amendments to samples

PRODUCT

PHOTOGRAPHY

FEATURED IN THE

TIMES

NOMINEE FOR

APPRENTICE OF THE

YEAR

PRODUCT DESIGNS

FEATURED ON 'THIS

MORNING'

WORKED WITH BRANDS

SUCH AS RIVER ISLAND

AND DR OETKER

FULL PAGE

ADVERTISEMENTS

FEATURED IN TROPHEX

MAGAZINE

PART OF THE PRODUCT

DEVELOPMENT TEAM

FOR GIFT OF THE YEAR

2017 WINNING JUDGES

CHOICE AWARD

REPHOTOGRAPHING

OVER 200 PRODUCTS

FOR FIND ME A GIFT,

IMPROVING CONVERSION

RATE DRASTICALLY

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