



SHELLON PETERS

d e s i g n e r

ME

A motivated, detail-oriented designer, who's ready to roll up her sleeves and dive even further into the world of design.

EDUCATION

Communication Design

New York City College of Technology,
City University of New York (CUNY)
Magna Cum Laude
2005-2009

Liberal Arts and Sciences

New York City College of Technology
Dean's List Honors
2003-2005

CONTINUING EDUCATION

Computer Essentials for Web Design
Interactive Design for Tablet/Smartphone
Fashion Institute of Technology
(SUNY) 2012, 2014

After Effects Basics
Strategies in UI/UX
School of Visual Arts (SVA) 2017

Motion Graphics Certificate
Pratt Institute 2019

SKILLS

MAC/P.C.
Adobe Photoshop, Illustrator, InDesign,
Bridge, Dreamweaver/CSS, Acrobat
Some After Effects and Flash.
Sublime Text, Shorthand, Wordpress
Word, Power Point, Excel, Prezi, Asana.

REFERENCES

Prior work experience and references
furnished upon request.

347.251.3479
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EXPERIENCE

Senior Designer. NBC Universal (NBC News, TODAY)

New York, NY January 2024 - to present
Digital and Print design
Brand/Illustration Design
Key Art design
DOOH, OOH promotional graphics
Broadcast/On-Air graphics
Merchandising and Textile design
Design and production for web and web-specific graphics
Photo editor/retoucher

Designer. NBC Universal (NBC News, MSNBC, TODAY)

New York, NY January 2019 - 2024
Invite/Evite/Newsletter Design
Digital and Print event signage design
Brand/Illustration Design
Key Art design for digital and social media graphics
Print ads, billboard campaigns, swag, promotional graphics
On-Air talent graphics
Design and production of web-specific graphics
Photo editor/retoucher

Graphic Designer. FOODMatch

New York, NY July 2013 - December 2018
Label Design/Brand Design/Illustration Design
Merchandising and product Sell Sheet, One Sheet
In-store signage marketing collateral
Social, e-mail marketing, analytics and user research
Product photography assistant and photo editor/retoucher
Product/packaging and mockup renderings
Templates and style guide creation
Ideation, swipe resources, color selection and typography

Graphic Designer/Project Manager. Print Media

New York, NY. April 2011 - June 2013
Editorial layout and template creation and management
Oversee design and layout revisions
Branding ideation, stationery and invitation design for clients
Layout, retouching and color correction
Drawing illustration rendering for packaging, website architecture
Presentation and Promotional Design
Preparation of files for print production
Designed templates for web, static ads/banners
In-house product and packaging fulfillment