

SHELLON PETERS

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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 (BFA)

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

LIBERAL ARTS AND SCIENCES (AS)

New York City College of Technology,
(CUNY)
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

Adobe Photoshop, Illustrator, InDesign,
Bridge, Dreamweaver HTML/CSS, Acrobat
Some After Effects. Sublime Text,
Shorthand, WordPress, Microsoft Word,
Power Point, Teams, Excel, Prezi, Asana.

EXPERIENCE

SENIOR DESIGNER. NBC UNIVERSAL (NBC NEWS, TODAY)

New York, NY January 2024 – December 2025

Created Digital and Print art event, social, etc., campaigns
Developed Brand systems and logos for sub brands
Developed show Key Art and output for all digital platforms
Established and designed DOOH, OOH promotional graphics
Worked on Broadcast/On-Air/Streaming/Social graphics
Developed 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

Worked on Invite/Evite/Newsletter Design
Developed Digital and Print event signage; Adhered to Specs for output
Designed Brand systems, Composed Illustration Design for logos, postcards, etc.
Developed show Key Art and output for all digital platforms
Composed Print ads, billboard/display campaigns, swag, promotional graphics
Worked on On-Air seasonal talent graphics, Podcast Art
Layout, retouching and color correction

GRAPHIC DESIGNER. FOODMATCH

New York, NY July 2013 - December 2018

Created Label Design/Brand Design/Illustration Design
Developed Merchandising and product Sell Sheet, One Sheet
Designed In-store signage, marketing collateral
Developed Social, e-mail marketing, Studied analytics and user research
Assisted with Product photography; photo editing/retouching
Developed Product/packaging and renderings
Created Templates and style guides for all products
Ideation, swipe resources, color selection and typography for new products

GRAPHIC DESIGNER/PROJECT MANAGER. PRINT MEDIA

New York, NY. April 2011 - June 2013

Editorial layout and template creation and management
Oversaw design and layout revisions
Worked on Branding ideation, stationery, presentation design for clients
Illustrated renderings for packaging, website architecture
Developed Presentation and Promotional Designs
Prepared files for print production
Designed templates for web, static ads/banners
In-house product and packaging fulfillment

