

## Cory Shaw

Austin, TX 78747  
hello@coryshawdesign.com



Driven, strategic brand designer with 7 years of fast-paced experience in print & digital. Advanced in Adobe CS. Bachelor's Degree in Advertising, life-long learner, & punster extraordinaire.

## Education

### University of Georgia

2011 – 2014, Athens, GA  
Bachelor of Arts in Journalism  
Advertising, Grady College  
3.85/4.0 GPA

### General Assembly

2016 – 2017, Austin, TX  
User Experience Design

### Austin Creative Department

2015, Austin, TX  
Visual Communications

### The Creative Circus

2013, Atlanta, GA  
Advertising

## Proficiencies

### Hard Skills

#### Advanced

Print, digital graphic design  
Marketing, branding, strategy  
Typography, iconography, layout  
Adobe CS

#### Intermediate

Web, mobile, app UX design  
Photography, videography  
Illustration  
Copywriting, proofreading  
HTML, CSS  
InVision  
Wordpress  
Salesforce, Pardot

### Soft Skills

Accessible design-thinker  
Strategic problem-solver  
Curious  
Collaborative  
Positive  
Organized  
Effective  
Flexible  
Articulate  
Health & fitness nut  
Podcast fanatic  
Dog lover

## Experience

### AgileAssets, agileassets.com

*AgileAssets was acquired by Trimble Dec 2021*

May 2019 – Present, Austin, TX

Sr Graphic Designer

Responsible for maintaining brand consistency of all outward-facing marketing materials

Received extraordinary achievement award for art directing & project managing corporate rebrand; selected, designed, & implemented:

Logo, color palette, iconography, photography, typography, brochures, business cards, letterhead, presentation decks, email signatures, social profiles

Trade show apparel, displays, promotional items

Brand Portal for central repository of collateral with guidelines

Create & layout:

Digital & print ads, ebooks & white papers, infographics, case studies, emails, design templates, product form-factors, social, website & landing pages

Advise contracted Web Developer under time & budgetary constraints; prototype for web, mobile

Provide feedback to Media Producer on podcasts, videos, webinars

Support sales team with booklets, decks, placemats, RFPs, workshops

### Intiva Health, intivahealth.com

2018 – 2019, Austin, TX

Sr Graphic Designer (Jun 2018 – May 2019)

Graphic Designer (Jan 2018 – Jun 2018)

Designed & managed:

Brand identity, including logo, color palette, iconography, photography, typography, business cards, letterhead, email signatures, guidelines, social profiles

Digital graphics, including banners, email, social, website, explainer videos, form-factors

Print graphics, including brochures, user guides, case studies

Event graphics, including decks, displays, promotional items

Fundraising & investor graphics, including white papers, PPMs

Spearheaded initiatives to improve office morale

### 97 Degrees West, 97dwest.com

2015 – 2017, Austin, TX

Visual Designer (Mar 2016 – Dec 2017)

Jr Visual Designer (Oct 2015 – Mar 2016)

Assisted Design Director with strategic, results-driven campaigns under tight deadlines

Brand development for United Heritage Credit Union with consistent design of print, in-branch, out-of-home, sales collateral, events, digital, social

Increased agency presence with updated website

Industries: Energy, financial services, healthcare, manufacturing