Sylvia Shealy

GRAPHIC DESIGNER, ILLUSTRATOR

PORTFOLIO: SSHEALYSTUDIO.COM/MY-PORTFOLIO

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PROFESSIONAL SUMMARY

Hands-on Graphic Designer and Illustrator specializing in bridging digital and physical media through custom vector work, print-ready pre-press, and tangible merchandise production. Proven track record in high-volume editorial design, material fabrication, and visual storytelling across both screen and print.

TECHNICAL SKILLS

- **Design Tools:** Adobe Creative Suite (Expert in Illustrator, Photoshop, InDesign), Figma (UX/UI), Canva.
- **Multimedia & Motion:** SVG Animation (SVGator), After Effects (Basic Motion), CapCut, Projection Setup.
- **Artistic Proficiencies:** Digital Illustration (Procreate), Vector Illustration, Lenticular Printing & Interlacing, Print Production & Pre-press.

EXPERIENCE

JUNIOR GRAPHIC ARTIST | SHOTWELL PUBLISHING | 2025-PRESENT

- **Editorial Design:** Produce up to 8 distinct cover variations for historical non-fiction titles, ensuring diverse aesthetic options for client selection.
- **Production:** Managed complex typesetting for 300+ page manuscripts, managing precise margins, typography, and print-ready specs for commercial publication.
- **Collaboration:** Translate senior art direction and client feedback into high-quality visual assets; audit and source imagery following strict copyright standards.

STRATEGIC COMMUNICATIONS CONSULTANT | CHARLOTTE TRANS HEALTH | 2025

- **Strategy:** Co-authored a $150K funding-growth roadmap presented to leadership to address donor engagement and organizational visibility.
- **Research:** Led Audience Persona development, creating psychographic profiles to refine messaging for primary donor and community demographics.

LEAD ILLUSTRATOR AND MULTIMEDIA ARTIST | SSHEALY STUDIO | 2026

- **Product Design**: Conceptualized and produced a successful merchandise line, including a series of digitally illustrated cat stickers featuring 8 trait variations that sold well.
- **Manufacturing**: Managed end-to-end production using Procreate for digital illustration and executing physical manufacturing via high-quality printing and hand-cutting.
- **Exhibition:** Developed retail-ready assets and brand consistency for the Winthrop Senior Show, resulting in a nearly sold-out collection.

FEATURED PROJECT

SENIOR THESIS EXHIBITION: “GHOST IN THE MACHINE”

MULTIMEDIA GALLERY EXHIBITION | 2026

- **Conceptualized and installed a multimedia exhibition** exploring digital nostalgia through the personification of obsolete technology, personified as a "collective consciousness."
- **Advanced Lenticular Printing:** Executed high-precision interlacing and calibration to create "motion-without-a-screen" physical art, bridging traditional print and digital experience.
- **Multimedia Integration:** Created video assets in After Effects and CapCut (e.g., DVD-style bouncing screensavers) projected onto the floor and wall of the gallery..

EDUCATION

WINTHROP UNIVERSITY | ROCK HILL, SC

Bachelor of Design in **Graphic Design** | Minor in **Illustration** | May 2026