



Shaun Gibson

☎ 970.765.8570 📬 PO Box 211 Eckert, CO. 81418 ✉ shaun.g.designer@gmail.com

Office Skills

Google Drive, Google Docs, Google Sheets, Microsoft Office Suite, customer service, general research

Graphic Design

Page Layout and Design, Typography, Experimental Typography, Logo Design, Signage, Posters, Letterhead, Flyers, Postcards, Booklets, Digital Image Making, Infographics, Vector Illustration, Computer Illustration, Traditional Illustration, Digital Photo Manipulation, Digital Photo Editing, Color Theory, Ad Design

Web

HTML, CSS, Basic webpage design

Programs/Apps:

Adobe Photoshop, Illustrator, InDesign, Fireworks, Dreamweaver, Acrobat, Corel Draw, Adobe Premiere, Painter, Word Perfect, Microsoft Word, Frontpage, PowerPoint

Other

PC, Mac, Linux (Ubuntu, Debian), Android, iOS, Bash, VirtualBox (Virtual Machines), SSH, FTP, Samba

ABOUT

I am a graphic designer with over 16 years of experience in design and advertising. My skills include creating advertisements, publications, websites, and videos. Additionally, I am proficient in Windows, Mac, and Linux and am a self-learner who can easily troubleshoot tech problems.

EXPERIENCE

Marketing Coordinator

Our Town Matters - Montrose, CO

December 2022 to March 2023

- Collaborated with cross-functional teams to execute digital and traditional marketing campaigns that exceeded client expectations.
- Managed multiple social media accounts, creating and curating content to increase engagement and drive website traffic.
- Assisted with the planning and execution of events, ensuring all logistics were managed and deadlines were met.
- Conducted regular check-ins with clients to gain insights into their marketing needs, and provided strategic recommendations to optimize their campaigns.
- Utilized graphic design, photography, and videography skills to create engaging visuals for marketing materials.
- Maintained exceptional customer service by promptly responding to phone and email inquiries and addressing client concerns.

Design Editor

Montrose Daily Press - Montrose, CO

May 2013 to June 2020

- Produced eye-catching graphics, marketing materials, and visually appealing layouts for the daily paper and special sections, elevating the overall design aesthetic of the publication.
- Collaborated with writers, photographers, and editors to ensure cohesive and engaging visual storytelling.
- Coordinated with advertisers to create effective advertisements, meeting their design needs and specifications.
- Utilized social media platforms to promote the publication, and increased engagement and audience reach.
- Regularly updated the website, ensuring content was visually appealing, easy to navigate, and up-to-date.
- Managed multiple projects simultaneously, ensuring all deadlines were met and quality standards were upheld.

Next page



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EXPERIENCE (Continued)

Graphic designer/production assistant

High Country News - Paonia, CO

May 2007 to June 2012

- Collaborated with editorial and design teams to produce visually compelling pages for the magazine, contributing to the overall aesthetic and quality of the publication.
- Assisted in creating effective marketing materials and ads, ensuring they were visually appealing and aligned with the publication's brand.
- Coordinated with designers, photographers, and other vendors to obtain design elements for the magazine, ensuring timely and accurate delivery of assets.
- Contributed to the visual content of the magazine through illustration and photography, showcasing a versatile skill set.
- Updated the website, ensuring content was current and visually engaging, and also managed the email newsletter.
- Managed multiple projects simultaneously, ensuring all deadlines were met and quality standards were upheld.
- Maintained a positive and collaborative working relationship with colleagues, contributing to a positive and productive work environment.

Web designer

Heritage Web Solutions - Provo, UT

December 2006 to April 2007

- Developed and designed small websites using HTML and CSS, focusing on delivering visually appealing and user-friendly interfaces.
- Offered add-ons and additional features to enhance site functionality and meet customer needs, resulting in increased revenue and customer satisfaction.
- Provided excellent customer service, promptly addressing inquiries and concerns to ensure client satisfaction and loyalty.
- Maintained up-to-date knowledge of web design trends and technologies, leveraging this expertise to deliver high-quality results that met or exceeded client expectations.

EDUCATION

Rocky Mountain College of Art and Design - Denver, CO

BA, Graphic Design and Interactive Media

2002 - 2006