



SHANNON LANASA, MPS

 504.913.1380

 shannonlanasa@gmail.com

 Ijamsville, MD

 portfolio: shannonlanasa.com

19 YEARS OF EXPERIENCE

SECURITY CLEARANCE -
PUBLIC TRUST

SKILL SET

Multimedia

Publication Design

Illustration

Logo Design

2D Animation

Motion Graphics

Video Editing

Social Media Graphics & Videos

Photography

Print Production

Website Design

HTML, CSS

508 Compliance & Accessibility

Small Business Administration

PROFILE SUMMARY

A trending visual artist with 19 years of experience, specializing in multiple disciplines, including not only visual design, but motion graphics, video, web and even animation. A proven background in government contracting, private business marketing, and management in Small Business Administration, possessing the skills and experience to lead future designers.

CAREER HIGHLIGHTS

- NASA Contractor for 16 years, VA Contractor for 2 years
- Proposal Design Team Manager on NASA human space vehicle
- Expertise in all Adobe programs, for diverse project scope and development
- Project creation and management from beginning to end, no matter project parameters
- Expertise in vector design, ensuring high quality products
- Specialize in 508 Compliance and Accessibility of finished products

EXPERIENCE

GRAPHIC DESIGN CONSULTANT

PROMETHEUS FEDERAL SERVICES
MULTIPLE VETERANS AFFAIRS CONTRACTS
MAY 2022 - CURRENT

Consulting

- Making recommendations to the client including brand identity, audience outreach, and streams of communication
- Creating multiple design options for client consideration
- Serves as Accessibility Expert preparing all published documents and ensuring all products are 508 Compliant, including PDF's, videos, Word Documents and PowerPoint Presentations
- Team military background expert

Motion Graphics, Animation, and Video Editing

- Story development and storyboard creation
- 2D character illustration
- Character animation using Adobe Animate
- Video creation including editing, motion graphics, and audio
- Produce training videos using Adobe After Effects and Premier Pro
- Animated video introductions using Adobe After Effect
- Preparing all videos for 508 Compliance, including captions

SOFTWARE SKILLS

Photoshop	Microsoft 365
Illustrator	Figma
InDesign	Wordpress
Premier Pro	Drupal
After Affects	Google Analytics
Dreamweaver	Sharepoint
FinalCut Pro	GovDelivery
Animate	Commonlook
Acrobat Pro	

EDUCATION & CERTIFICATES

**Masters in Professional Studies
in Business of Art and Design**
Maryland Institute College of Art
2018

Bachelors of Art in Digital Art
Southeastern Louisiana University
2007

**Making Your Files 508 Compliant
Course (Softek Services, Inc.)**
2022

AWARDS

Prometheus Federal Services
Performance Recognition, 2022 & 2023
MARCOM Awards - Maroon Gold Award
for Newsletter Product Design, 2024

NASA
Volunteer Award, 2016
Performance Recognition, 2015
Space Flight Awareness Honoree, 2009

Louisiana Army National Guard
The Honorable Molly Pitcher, 2013

Qualis Corporation
Pride Award, 2014

Sierra Lobo, Inc
Performance Recognition,
2010, 2011, & 2014

Lockheed Martin Space Systems
Director's Spot Award, 2007 & 2008
Performance Recognition, 2008

Graphic Design

- Layout and design of annual reports, posters, social media graphics, websites, conference materials, one-pagers, booklets, user guides, etc.
- Vector graphic creation for logos and infographics
- Develop of brand identity for multiple VA contract branches
- Coordination of version control and approval processes
- Self-management of workload and project privatization

508 Compliance and Accessibility

- Set up files for Accessibility to meeting Section 508 of the Rehabilitation Act guidelines and standards
- Remediation using Microsoft Word and PowerPoint, Adobe InDesign, Acrobat Pro, and Commonlook
- Assign paragraph styles, reading order, tag order, alternative text, and metadata to all final file formats.

Web Design

- Website layout and updates using SiteCore and Adobe tools
- Creating award winning GovDelivery templates, with an outreach of over 500,000 Veterans
- Design all icons and graphics for websites

Social Media

- Graphics and videos using After Effects and Premier
- Photo selection and color correction
- Campaigns, design and template creation

Mentorship

- Weekly project and career mentorship with junior designers

PRINT AND REPRODUCTION MANAGER

STATE OF LOUISIANA, LA MILITARY STATE DEPARTMENT
LOUISIANA ARMY NATIONAL GUARD
NEW ORLEANS, LA | AUGUST 2021 - MAY 2022

Management of Graphic Reproduction Center

- Responsible for expanding department capabilities, including: Graphic Design, Form Creation, and Email Templates
- Management of work order assignments and tracking status
- Document manipulation for print production
- Graphics offered to customers to enhance products
- Update graphics for outdated documents
- Map creation for unit movement
- Workload determination and adjustment for all staff
- Customer satisfaction assurance
- Management of supply inventory and cost evaluations
- Report weekly and monthly project analytics to the supervisor, keeping them informed of project status

SENIOR GRAPHIC ARTIST AND WEBSITE CURATOR

NASA MICHOU D ASSEMBLY FACILITY (MAF)

NEW ORLEANS, LOUISIANA | MULTIPLE NASA CONTRACTS

NASA Contract and Employers

Marshall Information Technology Services Contracts (MITS)

- All Points, LLC, 2016 - 2021
- Dynetics DTS, 2015 - 2016

Manufacturing Support Facility Operations Contract (MSFOC)

- Qualis Corp., 2014 - 2015
- Sierra Lobo, Inc., 2009 - 2014

Space Shuttle External Tank Program

- Lockheed Martin Space Systems Company, 2005 - 2009

Management of Graphics Department

- Track all project matrices
- Manage supply orders and cost evaluations
- Prepare weekly status reports to keep supervisor informed of any changes in production
- Establish constant communication with NASA and onsite tenants for guaranteed satisfaction of final products
- Collaborate with staff to develop creative communication strategies and solutions
- Maintain an updated digital archive of all projects.
- Plan design projects, and determine the type of equipment and media required within an established budget
- Serve as a point-of-contact on work requests for staff and external service providers
- Coordinate and remain in constant communication with printers to ensure project deadlines
- Collect information and research materials to be used in artwork
- Compose and distribute written plans and timelines to members of the project team
- Develop guidance on procedures to ensure effective cross-functional collaboration with staff on design and graphics issues

Senior Graphic Artist

- Sole Graphic Artist and NASA logo expert at MAF
- Design graphic projects for NASA, U.S. Coast Guard, and 15 private companies; such as wide format designs, posters, templates, brochures, t-shirts, banners, event packages, vector logos, illustrations, digital marketing designs, apparel, promotional products, and internal and external communications while following corporate branding guidelines
- Determined size, type, lettering, colors, and ideas to illustrate the intended message of projects in accordance with established guidelines
- Produce AfterEffects motion graphics videos for social media and internal video network
- PowerPoint template design and presentation beautification
- Mechanical work for print including lamination and mounting for displays and presentations
- Specialize in a wide range of finish product options including vinyl and 3D laser engraving
- Perform image editing techniques by removing visible imperfections on photographs to restore the original product for display
- Prepare print-ready electronic files to be contracted through external print vendors
- Review proofs to ensure compliance with specifications
- Assume responsibility for design quality and technical accuracy
- Coordination with NASA PAO for social media and blog development
- Collaborate with high level management in developing content

- Prepare reports describing status or changes to work requests
- Meet and surpass customers' deadlines and expectations by exceeding quality and production standards
- Analyze current research and trends in digital strategy and graphic design to determine methods to enhance communication efforts for diverse audiences
- Manage workload without supervision, but also a team player
- Prepare all graphics for 508 Compliance
- Work with Government Printing Office and off-site vendors
- Archival of all graphic designs and photos

Website Curator

- Manage external website, MAFSpace
- Design graphic elements for website, including still images and short videos
- Update all information to keep website current
- Coordination with all on-site tenants to update their website information
- Coordination with NASA PAO to ensure website is up to date
- Interpret website data using Google Analytics

Photography

- Digital photography of special events and portraits
- Color correction and image modifications
- Archival of photos, including metadata

Publications

- Layout and design of monthly newsletter, Michoud Messenger and Mission Success Bulletin
- Coordinate with writers, editors, and photographers to meet publication deadlines

Business Development

- Develop marketing plan to attract local schools and new business opportunities
- Design all Business Development promotional products and booth displays

Proposal Work

- Lead Graphic Artist for NASA Ares I Upper Stage Proposal on Lockheed Martin, Alliant Techsystems Inc. (ATK), Pratt & Whitney Rocketdyne Team in Huntsville, AL
- Development of proposal graphics and publication of final proposal
- Manage three graphic artists, delegate responsibilities for customer satisfaction
- Work with engineers to develop concepts for graphics

Event Planning

- MAF Expo – August 2005 (10,000 attendees)
 - Coordination of booths, floor plan, electrical setup, displays
 - Working with external vendors, food, t-shirts, swag
- Michoud Family Day – June 2008 (4,000 attendees)
 - Design all graphics for event, displays, t-shirts, banners, invitations