

# Deanna Sholler

Creative Director . Industrial Designer . UX Designer . Graphic Designer . Leader . Mentor . UI Designer

## Contact Me

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## About Me

I am a creative problem solver with a love for building, creating and nurturing ideas into reality. From drawing technical illustrations and sculpting 3d models as an Industrial Designer, to creating brand stories, videos, managing teams, systems, projects, budgets, user experiences, and more as a Creative Director I utilize the knowledge and skills I have acquired over the years wearing many hats to bring company visions to reality, build productive and inspired teams, and ultimately deliver dynamic and beautiful creative to enhance the user experience. I am looking for a people first company that believes data driven decisions, creative thinking, and design principles can be utilized to reach company goals both internally and externally.

## Education:

Bachelor of Fine Arts majoring in Industrial Design, June 2006  
Savannah College of Art and Design (SCAD), Savannah, GA

Portfolio: <https://desholler.com>

References Available Upon Request

## Experience:

**Director of Creative Development:** Responsible for B2C/B2B marketing and design efforts at Xplorie and GuestX Podcast. Brand development (including re-brand from Amenity Services Inc.) and strategy. B2C/B2B Blog planning, development, and maintenance. WordPress development and management of 5 instances and 135 micro sites including ancillary activity pages. UX design and continued data driven improvements. Destination marketing, build out and maintenance. Recruiting, training, professional growth strategy and management of Creative Department as well as experience managing 3rd party marketing teams and supplemental freelance writers. Sales collateral and presentations. Process and procedure strategy for company marketing and creative. B2B/B2C Social media marketing. Email marketing B2B/B2C/Transactional. Conference booth and collateral development as well as schedule management. Company-wide marketing strategy and execution.

**Graphic Designer-Senior Graphic Designer:** Responsible for the creation and management of company-wide graphic related efforts and Blanton Motorsports. Primarily using the Adobe creative suite designing presentations, logos, business cards, brochures, reports, e-blasts, cards, forms, signs, displays, ads, magazine spreads, and posters. Marketing design and strategy.

*10/2011-current Xplorie, LLC (formerly Amenity Services Inc.), Destin FL*

**Technical Illustrator:** Responsible for the creation and management of technical illustrations used in technical manuals by military personnel in the field to maintain the Buffalo A2 armored vehicle.

*5/2001-9/2011 Force Protection, Ladson, SC*

**Technical Illustrator:** Responsible for the development and maintenance of technical Illustrations used for multi-class electronic technical manuals by military personnel in the field for system maintenance on the E2D Hawkeye.

*11/2010-4/2011 Northrop Grumman Contracted by Aerotek, St. Augustine, FL*

**Technical Writer:** Responsible for the development and maintenance of technical publications including evaluating, researching, and reviewing technical source data, (illustrated parts breakdown, installation and removal procedures, schematic diagrams, testing, theory of operations, and troubleshooting procedures.) Able to create or request creation of illustrations and execute quality reviews, in process reviews, and validate technical publications. Utilizing Microsoft Office, Adobe Acrobat Professional, Arbortext SGML, SharePoint, and Visual Source Safe. Creation of Adobe Portfolios with advanced links. Evaluate and research technical source data. Conduct quality reviews. Create or request creation of illustrations.

**Technical Illustrator:** Responsible for the development and maintenance of 2D and 3D Illustrations produced for multi-class Interactive Electronic Technical Manuals (IETMs) used by military technicians in the field to perform system maintenance on C-130 aircraft. Quick and effective adaptation to team environments, and changes in process and procedure. EAC cost efficiency team award. Vector and Raster Overlays, 3D extractions and alterations primarily utilizing IsoDraw. Plan, design and create technical illustrations working from customer deliverables (mechanical, perspective, isometric, orthographic, axonometric, and wiring diagrams); Comply with applicable standards & specifications using existing processes.

*09/2008- 10/2010 Boeing - Global Support Systems, Contracted by PDS Technical Support, Fort Walton Beach, FL*

## Awards & Accomplishments

Exceptional Performance Award:  
Amp Fast Track Team, \$8M EAC cost avoidance, Boeing

Exceptional Performance Award:  
EC-130H Fast Track Team, \$830K savings, Boeing

Exceptional Performance Award:  
Opt4 and 7 Fast Track Team, \$520K savings, Boeing

Exceptional Performance Award:  
EC-130H Cell Concept, \$120K savings, Boeing

Outstanding Achievement Award:  
PDS Technical Services

Accomplishment Award: Providing Outstanding Quality Graphic Support for the AMP IPB Team, Boeing

Published in Cycle World Magazine 2016: GP motorcycle concepts

## Skills:

**Creative Director:** User-Centered Design (UCD) & Human Factors, Sketching & Concept Development, Design Thinking & Innovation Strategy, Visual & Brand Identity Design, UI/UX Principles & Digital Integration, Leadership & Strategic Skills, Creative Direction & Team Leadership, Design Strategy & Brand Vision Cross-Functional Team Collaboration (Marketing, Engineering, Business), Project & Product Lifecycle Management, Stakeholder Communication & Client Presentations, Technical & Business Acumen, Industry Knowledge & Continued Education, Sustainability & Innovation Strategies, Market Research & Trend Analysis, Product Development & Go-to-Market Strategy

**Marketing Manager:** Google Analytics, Marketing & Graphic content, Direct Mail strategies, Strategic Build & Maintenance of Marketing Campaigns, Strategic Build of Lead Gen Automation, Website Optimization, Presentations, Paid Advertising, Print Advertising, Activity Program Marketing Package Development & Execution, Storyboarding, Video Creation &Editing, Podcast Marketing Strategy & Execution

**Product Designer:** Wireframes, Prototypes, Mock-ups, Activity Micro Sites, Vacation Rental Booking Engine, Landing Pages, Blogs, Websites, User Portals, Knowledge base, Information Architecture, User Interface, User Experience, Research & Development, 3D Modeling & Rendering

**Brand Manager:** Logo, Taglines, Brand Guides & standards, Color Analysis, Apparel, Swag, Company Store, Print Store, Boiler Plates, Branded Icon Library, Review & Management of Branded Assets - Business Cards, Letter Head, Presentation Templates, Signature Blocks, Note Cards, Conference Booth Design & Execution, Conference Scheduling & Shipping

**Social Media Manager:** Facebook, Pinterest, Instagram, YouTube, HubSpot automation, Social Calendar, Social Marketing strategy for B2B and B2C audience, Short Video, GIFs

**Email Marketing Manager:** Strategic Planning and Execution of - B2C Email Journeys - Guest Travel Journey, B2B Newsletter Campaigns, Guest X Podcast Subscriber campaigns, Activity B2B Newsletters, Product Launch Campaigns, Blog Subscriber Weekly and Monthly Campaigns

**Technical Illustration:** C130, E2D Hawkeye, Buffalo MPV, Triton UAV work. 2D and 3D illustrations, Vector and Raster Overlays, 3D extractions and alterations. Plan, design, and create technical illustrations working from customer deliverables (mechanical, perspective, isometric, orthographic, axonometric, and wiring diagrams); Comply with applicable standards & specifications using existing processes. Research, create, and revise illustrations, diagrams, graphics, and schematics for technical publications. Provide text and graphic integration. Quick and effective adaptation to team environments, as well as changes in process and procedure.

**Technical Writing:** Development and maintenance of technical and scientific publications using Microsoft Office, Adobe Acrobat Professional, Arbortext SGML, SharePoint, and Visual Source Safe. Creation of Adobe Portfolios with advanced linking. Evaluate and research technical source data. Conduct quality reviews. Create or request the creation of illustrations.

## Software:

Adobe Creative Cloud - Illustrator, Photoshop, InDesign, Premier Pro, Dream Weaver, After Effects, Spark, Express, Etc.	PIE (proprietary CMS)	SalesForce
IsoDraw	Microsoft Office - Word, BI, Excel, Etc.	SalesForce Marketing Cloud
Cobalt	Google Office Suite	HubSpot
Figma	Survey Monkey	iPost
WordPress	Task Ray	Campaign Monitor
Go Daddy Web Tools	Jira	MailChimp
	Confluence	
	Wise Stamp	
	SharePoint	
	OpenAI Tools	