

Deanna Sholler

Creative Director . Leader . Mentor . Industrial, Product, UX, UI, & Graphic Designer

Contact Me

dsholler@gmail.com
(850) 218-5108
304 Seagull Lane, Destin, FL 32541

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 and meet business goals. 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 & References Available Upon Request

Experience & Skills:

Director of Creative Development: Responsible for B2C/B2B and operational creative efforts at Xplorie and GuestX Podcast including but not limited to- Brand creation, development, and strategy. Blog planning, development, and maintenance. WordPress development and management of 5 instances- B2B Lodging Provider, B2B Activity Provider, B2B Blog, B2C Blog and B2C Activity Sites including 135 micro sites and over 1000 guest activity and agent pages. UX & UI design with continued data driven improvements. Destination marketing. 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. B2B/B2C marketing strategy and execution. Hubspot, Salesforce, PIE (proprietary CMS), Adobe Creative Suite, Microsoft Office, Campaign Monitor, Mail Chimp, iPost, Google Analytics, and TaskRay experience.

Graphic Designer-Senior Graphic Designer: Responsible for the creation and management of company-wide graphic related efforts at Amenity Services Inc. (Xplorie) and Blanton Motorsports. Primarily using the Adobe creative suite and microsoft 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. Mechanical, perspective, isometric, orthographic, axonometric, and wiring diagrams.

5/20011-9/2011 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. Mechanical, perspective, isometric, orthographic, axonometric, and wiring diagrams.

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. Utilizing Microsoft Office, Adobe Acrobat Professional, Arbortext SGML, SharePoint, and Visual Source Safe. 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

Skills:

Creative Director: Primarily utilizing Adobe Creative Cloud, Hubspot, Sales Force, PIE (proprietary CMS), iPost, Campaign Monitor, WordPress, Survey Monkey, Mail Chimp, Google Analytics, Microsoft Office, and TaskRay. Create Marketing and Graphic content and materials to support Xplorie. Design, UX, UI, Email, Social Media, Direct Mail, Digital Advertising, Print Advertising, Video, Sell Sheets, Banners, Conference Collateral and Booth, Recruiting, Department Management and product management.

Technical Illustration: Primarily 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, and 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 links. Evaluate and research technical source data. Conduct quality reviews. Create or request creation of illustrations.