

sydney shaffer

senior designer | the charles group | feb 2023 - present

clients: aveda, sanctuary camelback mountain, waterline square, saucony

Responsible for concept, wireframes, visual direction and design for Aveda Organic and paid social campaigns, from ideation to execution.

Assist in art directing photoshoots, including Aveda's inaugural lofi, iphone only photoshoot, which ran 10 cameras across 5 sets to capture 40+ hours of footage.

Work closely with client to achieve the brand's vision for the campaigns.

Oversee junior members of the design team.

Craft visually compelling pitch decks for new business presentations.

mid-weight visual designer | the charles group | nov 2021 - feb 2023

Designed digital and print collateral for Sanctuary Camelback Mountain.

Planned and produced assets for organic social campaigns across brands.

communications & product designer

neighborhoods.com | mar 2019 - nov 2021

Led 360° initiatives across brand, marketing and sales from ideation to execution, including digital, social, ads, email, events, and integrated campaigns.

Developed, presented, and executed designs for inaugural out-of-home campaign, amassing 21M+ impressions.

Created and applied brand guidelines, design systems, and assets for 3+ products and 500+ team members.

Collaboratively redesigned neighborhoods.com UI, combining user research and business goals to elevate user experience and visual identity.

Implemented project briefing method, elevating communication and organization across 60+ marketing and cross-functional projects within a year.

graphic design & marketing intern

neighborhoods.com | sept 2018 - mar 2019

Bridged Marketing and Design teams, collaborating with creative director and editorial manager to shape editorial platform's visual style.

Oversaw visual direction, curated images, and crafted graphics for neighborhoods.com blog, ensuring brand alignment.

Recruited, supervised, and mentored 3 photography and editorial interns.

freelance production designer | superfly | aug 2018 - sept 2018

Designed map, guide, signage, and Instagram posts for 50,000+ attendees.

Collaborated with design and ops teams to efficiently create, revise, and ready festival materials for both digital and print.

contact

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skills

Presentation Design

Animation

Brand Design

Digital/Print Production

Email Marketing

Social Media Design

Web Design

Art Direction

tools

Adobe Creative Suite
(Photoshop, Indesign, Illustrator, Aftereffects)

Google Suite

Microsoft Office

Sketch/Figma

Art Direction

education

University of Michigan, Penny W. Stamps School of Art and Design
2014-2018

DIS Copenhagen
Spring 2017