

# SHAYLEE PATTERSON

Graphic Designer • Problem Solver

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## EDUCATION

**Bachelors of Arts in Graphic Design**  
Texas A&M University - Corpus Christi  
Graduating May 2023

## AWARDS

2021

**TAMU-CC College of Liberal Arts**

- SAMC Award  
Excellence In Graphic Design

2022

**American Advertising Awards (AAA)**

- Best In Interactive  
Lolly's Learn & Grow Center Website
- Gold Addy  
Lolly's Learn & Grow Center Website
- Bronze Addy  
Joyryde Mobile App

**District 10 AAA Awards (4 States)**

- Bronze Addy  
Lolly's Learn & Grow Center Website

**Salute National Design Competition**

- Best in Design: Interactive/video/motion  
Joyryde Mobile App

**International Design Awards**

- Honorable Mention  
Joyryde Mobile App
- Honorable Mention  
Lolly's Learn & Grow Center Website

## SOFTWARE PROFICIENCIES

**Adobe Programs**

Creative Suite (Illustrator, Photoshop, InDesign)  
Adobe XD  
Adobe After Effects

**Other**

Wordpress, Elementor  
Microsoft Office  
Google Workspace  
Squarespace  
Mailchimp  
Canva

## EXPERIENCE

**Web & Graphic Design Intern | August 2022 - Present**

Corpus Christi Downtown Management District

- Work and collaborate with an in-house marketing team of five
- Utilize established branding style to create cohesive collateral
- Design promotional materials including print & digital fliers, produce assorted signage, develop event branding, and create social media posts
- Manage and enhance company's website

**Graphic Designer | July 2021 - November 2022**

Center for Faculty Excellence, Texas A&M University - Corpus Christi

- Ideation and creation of campaign materials to market department events and programs
- Executed across-campus physical and social media graphics
- Upkeep of department website

**Graphic Design Mentor/Counselor | June 2022 - July 2022**

Camp DPI (Design Preparation and Inspiration)

Department of Art + Design, Texas A&M University - Corpus Christi

- Oversee a group of 14 high school junior campers, aged 16-18
- Provide a safe, fun environment to help the students focus on their creativity
- Mentor campers and assist in teaching industry-standard software and processes to complete design projects and develop micro portfolios of works created

**Marketing Assistant | August 2019 - July 2021**

Rec Sports, Texas A&M University - Corpus Christi

- Ideation and creation of campaign collateral with a student-focused approach in order to excite and encourage students to get involved with campus activities
- Collaboration with on-campus departments to fit the varied programming themes and overall branding
- Designed program and event fliers, social media, and ephemera

## SKILLS

**Professional**

Ideation  
Research  
Branding  
User Interface  
User Experience  
Project Management  
Problem-Solving

**Personal**

Ambitious  
Team Player  
Self-Starter  
Quick Learner  
Detail Oriented  
Communicator  
Positive