

ELLA SHAFIR

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www.ellashafirdesign.com

[linkedin.com/in/ella-shafir-visual-designer/](https://www.linkedin.com/in/ella-shafir-visual-designer/)



SENIOR VISUAL DESIGNER & ILLUSTRATOR

Talented, experienced visual graphic designer/visual brand manager creating compelling visual designs to elevate brand messaging and drive action. Adept at all aspects of design, from developing concepts to illustration and web/print production. Strong collaborator with art directors, project managers, developers, and senior leaders. Tech-savvy, excellent project manager, and influential communicator.

CORE COMPETENCIES

- Creative Solutions
- Product Marketing Design
- Visual Brand Consistency
- Art Direction
- Responsive Design
- Mobile-First Responsive App Principles
- Iconography
- Typography
- Animation
- Illustration
- Multimedia Design and Development
- Prepress and Print Production

TECHNICAL PROFICIENCIES

PLATFORMS Windows, Mac OS

SOFTWARE Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Adobe Acrobat, Adobe Animate, Adobe Premiere PRO, Adobe After Effects, Understanding of HTML, Sketch, Zeplin, InVision, Microsoft Office Suite, Articulate Storyline 360

PROFESSIONAL EXPERIENCE

VISUAL BRAND MANAGER

SCIENCEMEDIA, INC.

SAN DIEGO, CA, 06/2019 TO PRESENT

Development and implementation of ScienceMedia visual brand identity guidelines and ensuring a visual identity that aligns with the brand's overall strategy, across all ScienceMedia marketing and product materials.

- Work with the Product group team to define product (both platform and media) colors, layout, iconography. Then, upon approval, educate the Content Production team for incorporation into future deliverables.
- Work closely with the Marketing Director to establish visual direction across all aspects of the ScienceMedia brand, appropriate to the competitor standards and target audience.
- Working with the marketing team on PowerPoint presentations, banners, email, videos, web and print advertisements, publications, newsletters, webinars, conferences, posters, and social media.
- Working with a web development team on improving and implementing updated brand look and feel to the ScienceMedia website.
- Work closely with the eLearning Production Manager to establish processes of integrating new visual guidelines across all client work and product UI for SMi Trial and SMi Source.

Continued...

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PROFESSIONAL EXPERIENCE

VISUAL DESIGNER

HP INC.

SAN DIEGO, CA, 2009 TO 2019

Elevated visual aspects of product experience, partnering with cross-disciplinary team of interactive design (IX) and user experience (UX) designers through agile software development methods. Applied creativity, industry design standards, and best practices to define and implement design criteria, design guidelines, and design specs while staying within HP design guidelines. Concepted and developed visual design prototype mockups, style guides, iconography, storyboards, illustrations, animations, customer experience journey maps, responsive design, and infographics. Trained new visual designers.

- Led VX design on responsive software design projects including: 123.hp.com, HP Smart app, HP Easy Start Installer, Out of Box Experience (OOBE) printer setup, HP Instant Ink, among others.
- Launched global HP illustration style guide to unify look and feel of HP mobile app, web, and print presence while reducing production revision time by 50%.
- Trained global visual design team on technical illustration and animation to accelerate the learning curve and release of HP Tango and HP Tango X printers.

SENIOR GRAPHIC DESIGNER & ILLUSTRATOR

VALLEY VIEW CASINO

SAN DIEGO, CA, 2007-2009

Led all aspects of design, from creative concepts to final production, for traditional and digital marketing campaigns, including corporate website, flash animations, banners, evites, e-newsletters, and billboards to drive awareness and activation. Created marketing collateral, including signs, logos, magazine and newspaper ads, direct mail, event promotions, and brand identity. Consistently recognized for fresh and innovative ideas and designs.

- Lowered costs generated by outsourced web designers by learning new web skills (HTML, CSS) and redesigning company website, exceeding expectations.
- Conceptualized and produced a Valley View Casino San Diego Reader's Art, Music and Vine Festival campaign, which brought new partners to collaborate with Valley View Casino. Campaign included: logo design, large format posters, t-shirts, table tents, billboards, lanyards, custom cups, and magazine ads.
- Conceptualized and produced Valley View Casino concerts campaign, which included artists such as Sting, Gipsy Kings, and Julio Iglesias, generating 35% increase of yearly casino revenue. Designed logo, posters, programs, magazine advertisements, and gift collateral.

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PROFESSIONAL EXPERIENCE

ANIMATOR, GRAPHIC DESIGNER, ILLUSTRATOR

BINARY LABS, SAN DIEGO, CA, 2005-2007

Created and developed animations and background and character illustrations for several educational software titles, including: "I Can Play Piano," Barbie Princesses, Lion King, Jungle Book, and Wizard of Oz, and LeapFrog interactive Sed de Saber. "I Can Play Piano" product was nominated Best 2006 Toy Award.

- Streamlined aspects of production cycle, while collaborating with freelance artists, programing development team, and instructional designers, reducing production time by 15%.
- Created a reusable company-wide image library, reducing production time and saving on external resources and expenses.
- Self-taught animation skills to reduce cost of outsourced freelance designers.

SENIOR MULTIMEDIA AND PRINT GRAPHIC DESIGNER & ILLUSTRATOR

COMPASS LEARNING (EDGENUITY INC.)

SAN DIEGO, CA, 1999-2005

- Developed flash animations, e-learning modules (Math, Science, English), e-books for K-12 instructional materials.
- Worked closely with software development department, writers, instructional designers, project managers to develop flash-animated e-learning activities and teaching publications.
- Designed book covers, page layouts, and illustrations for educational teacher guides, CDs and packaging.
- Managed book-publishing design and production.
- Brainstormed ideas and visually conceptualized marketing branding materials.
- Provided art direction, training and leadership to a team of four contract designers.
- Created reusable electronic image and animation library enabling timely deadlines while saving resources and expenses.
- Responsible for the continued update of daily backup system and image library.

EDUCATION

EXTENSION COURSES IN WEB DESIGN AND ANIMATION

University of California, San Diego

COMPUTER GRAPHIC DESIGN, ILLUSTRATION, DESKTOP PUBLISHING

Salt Lake Community College, Salt Lake City, UT

Honors List and Award of Excellence in Computer Arts

GRAPHIC DESIGN, ILLUSTRATION

Higher Education College #13, Nikolayev, Ukraine