

DANA SHELTON

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<https://danashelton.github.io/portfolio>

SUMMARY

UX/UI Design + Full Stack (MERN) Web Development

EMPLOYMENT HISTORY

Communications & Instructional Designer

Vitalyst, LLC

April, 2018 — February, 2019

Top software trainer for July 2018. Promoted to Communications and Learning Solutions Developer in September 2018 to assist with custom media and client marketing initiatives as well as internal marketing and interactive training module development

- Provide change enablement communications for Microsoft Enterprise level products to worldwide clients.
- Develop custom video, print, and web communications for client migration programs
- Meet with clients and stakeholders to determine program objectives, and develop agile project management plans to achieve campaign objectives on time and within budget
- Interactive e-learning module design and development using Articulate / Storyline / Rise
- Create user profiles and personas to determine tailored solutions and approaches for end users
- Test, review, and revise modules based on performance results and user feedback
- Storyboard, script, produce, and edit "How To" tutorial videos using Premier Pro, After Effects, and Camtasia

Social Media Director

Greater Cleveland Fisher House

August, 2014 — December, 2018 (4 years 4 months)

- Develop social strategy and cross-platform marketing initiatives in support of \$4 million-dollar capital ask fundraising campaign for the construction of Greater Cleveland Fisher House
- Use of social listening/management tools such as HootSuite to monitor and respond to relevant topics as needed
- Analyze and report on campaign successes or struggles to Fisher House Board of Directors using Sprout Social
- Suggest and adjust approach based on data from social and site analysis
- Grow social reach and work in conjunction with donors, volunteers and individuals to coordinate messaging throughout all channels. Schedule and design all marketing collateral for on-site events or publications such as advertisements in Cleveland Crain's Business, radio press releases, signage, brochures, and other corporate marketing materials.

Creative Consultant (Freelance)

The Visual Influence

April, 2011 — December, 2018 (7 years 8 months)

Provide creative solutions for logo design, presentation design, data visualization, color scheming, creative consulting, wireframing, UX design, user research, prototyping, Wordpress sites, marketing & advertising materials, display and design optimization, social media site branding, e-mail marketing, print advertising promotional material, publications, brochures, annual reports, flyers, posters, copywriting.

Senior Graphic Designer

Vendome Group, LLC

March, 2010 — August, 2013 (3 years 5 months)

- Senior Designer for *Addiction Professional* and *Behavioral Healthcare* magazines and correlating national conferences
- Recipient of 2 ASHPE Awards – 2012 – Best Profile (Infographic Design) and Best Opening Spread (Feature Design)
- Javascript coding and debugging of rich media advertising for deployment through Google's DoubleClick ad server
- Collaborate with marketing team to define needs, user profiles, storyboarding, branding, and design requirements for internal and external clients.
- Act as a brand ambassador, monitor and ensure proper brand representation throughout all media
- Marketing & advertising design including but not limited to: print ads, direct mail, brochures, rich media and display ad design and optimization, video presentations, webinars, whitepapers, conference guides, prospectus materials, and infographics.

Marketing Graphic Designer

Department of Defense (Ansbach, Germany)

April, 2009 — September, 2009 (5 months)

- Design, layout, and execute a wide range of marketing materials in support of the Moral, Welfare and Recreation division of the US Army Garrison Ansbach, Germany community
- Deliverables include but were not limited to: presentations, displays, briefings, brochures, advertisements, flyers, signage, event ticketing, wayfinding materials, new business branding and promotions, and soldier and family support services
- Assist in event planning and execution
- Radio and TV promotional script writing
- Department management including inventory, purchasing, vendor acquisition and bid reviews, shipping, and cost analysis
- In-house production including large format printing, cutting, grommet, folding, binding, and distribution.

SKILLS + TECH

- **Adobe Creative Suite**
- MERN Stack: MongoDB, Express, **React.js**, **Node.js**
- **HTML(5) // CSS(3)**
- **Bootstrap** // Responsive Design
- **Javascript // jQuery**
- AJAX // API // AXIOS
- SQL
- Github / Versioning
- Visual Studio Code
- **Camtasia**
- Articulate 360 // Storyline
- Microsoft Office // Project, Outlook, Excel, PowerPoint, SharePoint, Word, Skype for Business, OneNote, Teams
- **Adobe XD** // Sketch
- **Prototyping // Wireframing**
- **User Interface (UI) Design**
- Human, Computer Interaction (HCI) principles
- **User Experience (UX) Design**

EDUCATION

Case Western Reserve University

Certification, Web Development

MERN Stack: MongoDB, Express, React, Node.js

Degree date: January 26, 2019

Cuyahoga Community College

Associate of Applied Business, Visual Communication, and Design

Degree date: August 2008

REFERENCES

Dustin Hershman,

Developer at Budget Dumpster

Was Dana's Instructor at Case Western Reserve University

ph. 440-922-6672 e. dustinh17@gmail.com

Brandon Triplett,

Maintenance Coordinator at Signet Management

Was Dana's Teaching Assistant at Case Western Reserve University

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Steve Moats,

Developer at JM Smuckers

Was Dana's Teaching Assistant at Case Western Reserve University

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