CHRISTINA SHEPPARD

Visual and Digital Designer

WORK EXPERIENCE

Senior Visual Designer
PopMount, Inc.
2018-Present

- Develops e-commerce websites in Shopify for various print publication partners (regional magazines and newspapers)
- Processes orders using Photoshop, Illustrator and InDesign daily and deliver to print production
- Redesigns/maintains company websites - PopMount.com (WordPress) and NewsKeepsake.com (Shopify)
- Fosters new relationships by initiating exploratory conversations when potential publications reach out regarding partnership opportunities
- Designs in-house marketing efforts and digital outreach
- Works with partners to design awards and other templates
- Generates and disseminates monthly sales reports for partners

Senior Creative Services Designer
Nexstar / Media General
2011-2017

- Designed and implemented digital solutions for clients advertising on a network of 170+ broadcast television stations
- Digital products included banner ads (rich media, video, static), e-blasts and responsive splash pages
- Managed multiple projects at once, working on tight deadline windows
- Coordinated in efforts to conduct interviews
- Trained and mentored new hires
- Monitored support inbox when needed, answering questions from Account Executives and project stakeholders
- Assigned projects and managed work flow when needed

Web Producer
RTD / Media General
2006-2011

- Designed, maintained and developed newsletters for Richmond Times-Dispatch and Richmond.com
- Assisted users regarding interaction/experience with Times-Dispatch and Richmond.com websites
- Produced graphic and written content and helped manage social media accounts

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EDUCATION

University of Maryland, Baltimore-County
Imaging & Digital Arts, Animation Track
Art History Minor
1999 - 2003

- 4 time dean's list
- 4 year Division 1 Athlete

SKILLS

Photoshop
Shopify
HTML/CSS
Illustrator
Animate
Mac/PC