

Shane Garrett

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Experience

2015 – PRESENT

IBM | Senior Visual Designer

Working as part of a fully remote agile team and executing a variety of digital design for brands within IBM such as Developer, Blockchain, and Watson. The IT Infrastructure team has been awarded AVA Digital Gold, Hermes Creative Platinum, MarCom Platinum and Gold awards for various web and interactive projects.

Creating paid media web banners and social tiles as part of the IBM Developer team. This includes maintaining the IBM design language and branding across multiple platforms.

Developing high-profile, public-facing webpages for corporate advertising projects such as The Grammy's, The Masters and The US Open.

2014 - 2015

Ogilvy & Mather | Senior Designer

Collaborated with copywriters on concept development and design of digital content for IBM. Executed static and animated graphics for various social media platforms while providing measurable outcomes.

2013 – 2014

Markzeff | Senior Designer

Led all graphic design for Hotel Van Zandt, a boutique hotel in Austin, Texas. Starting from initial concept mood boards and handbound printed pitch books for investors, to creating the logo and full corporate identity, as well as textile patterns for carpets and wallpaper.

Other clients included Hilton Canopy and The Commoner restaurant in Pittsburgh, PA.

2005 – 2013

Freelance | Designer

Anomaly

Designing assets and maintaining final production files for a Converse celebrity basketball event. Assets ranged from a line of stickers and apparel, to a large printed mural and other various branded items.

J. Walter Thompson

Production design of corporate identity for JWT's rebranding —business cards for executives, stationery and other printed collateral. Additional work included editorial design for a Samsung advertising campaign.

Re:Vision

Graphic design and branding for a new corporate identity—logo, business cards, stationery, signage as well as other printed and digital collateral. Additional work included Flash web banners, and printed advertising for Cavit Wines and Citibank.

VaynerMedia

Staging photo shoots and graphic design (image sourcing, heavy photoshop work) for social media content with brands such as Budweiser and Trident.

Restaurant Branding

Logo, menu design, printed collateral such as matches, napkins, postcards, and advertising as well as web design and social media assets for over 20 restaurants in NYC and Brooklyn, plus one in Ibiza.

Some of this work has been recognized by "Art of the Menu," a division of UnderConsideration, as well as published in "Delicious Branding," a book featuring 100 branding cases from around the world.

Education

2002 - 2005

School of Visual Arts, NYC

Bachelor of Fine Arts,
Graphic Design

Skills

EXPERTISE

Adobe Illustrator, Photoshop, InDesign, Sketch, Figma

WORKING KNOWLEDGE

After Effects, InVision, Google Web Designer, basic HTML & CSS