

Shannon Alida Febus

Graphic & Web Designer :: www.shayfae.com :: shay@shayfae.com

Web Designer III

WebMD, New York, NY

www.medsite.com

June 2007 - Present

Medical advertising for industry leaders of medical products. Design flash storyboards & marketing materials for major pharmaceutical companies. Design direct marketing via HTML emails, infosites, banner ads and direct mailers.

Graphic Designer

Integra LifeSciences; Plainsboro, NJ

www.integra-ls.com

Dec 2006 - June 2007

In-house designer, responsible for trade show promotion & graphics, product packaging, journal ad design, new product designing and promotion. Create Original logos. Art direction with new product line & photoshoots. Design, update & maintain company intranet and web sites. Design and generate HTML & active pdf newsletters. Start to finish products including; product manuals*, package labeling, brochures*, package inserts*, sell sheets, & mailers. To maximize savings, in-house photography is often used. Negotiate favorably with vendors. I successfully multi-task several projects with tight deadlines. (*received word doc from outsourced translation company of multiple languages, then laid out appropriately).

Graphics Specialist

Quantech Services; Bedford, MA

www.quantechserv.com

Nov 2003 - Nov 2005

Consultant hired to visually support United States Air Force while successfully supporting Quantech Services; Responsibility of creating original artwork while maintaining uniformity with previous designs and concepts; Maintained web site design / HTML & maintenance, developed logos, presentations, briefings; Design and printing responsibilities of oversized designs of related technology; Designed and developed Quantech recruitment ads, brochures, tradeshow booth and related material; Utilizing 6 color in-house printing press to develop all size productions. Support USAF organization with stationery, newsletters, brochures, business cards, promotion, posters and related material. Mesh ideas with other co-workers to create optimum visual products.

Web & Graphic Designer

StudentUniverse; Watertown, MA

www.studentuniverse.com

Sept 2001 - Aug 2003

In-house designer for StudentUniverse and illustrated weekly promotions for partner sites including Orbitz and Travelocity; Developed and maintained all multimedia productions from web to print; Developed ad campaign for book series then carried creative through to postcards, handouts, and web; Took photographs when appropriate stock photo was not available; Extensive print knowledge of Pantone Matching System. Managed relationship with printers, negotiated favorable pricing structure.

Graphic Designer

ParTechnology; New Hartford, NY

www.partech.com

1999 - 2001

In-house Graphic Designer for ParTechnology Headquarters and subsidiaries; Developed multimedia productions for all company relations including McDonald's, Pizza Hut, Taco Bell, Wendy's, Arby's, and Kentucky Fried Chicken; Developed successful marketing campaign of direct mailers, postcards, newsletters, and brochures; Shaped concepts of design for trade show booths and graphics; successfully managed and designed service contract literature, white papers, magazine ads, and case studies; resourcefully and productively worked within budget and strict deadlines.

Skills:

Expert knowledge of Adobe Illustrator, Photoshop, InDesign; Quark, Dreamweaver, Flash, HTML and all major Microsoft applications. Website Design & Development; Flash animation; Excellent organizational, management, leadership & photography skills. Working knowledge of ActionScript 2.0, CSS, and JSP. Currently training self in ActionScript 3.0.

Education:

Bachelor of Fine Arts 1998, Oneonta State University, New York in Fine Arts

Applied Associates 1996, Mohawk Valley Community College, New York in Advertising & Design

Awards:

Awarded by Harvard University/Let'sGo "Most Creative Ad Series" 2002; Congressional Art Show judge, 2000; Letter of Appreciation by Lt General William R. Looney III, USAF 2003/ outstanding support for retirement ceremony. Letter of Appreciation by Lt General Looney & Lt General Johnson, USAF 2004/ Outstanding support for Change of Command Ceremony. Recognition Award for self-help project from Mr. Richard Bleau, System Program Director of Joint STARS United States Air Force & Col Joseph Smyth, System Program Director of MC2A, United States Air Force. Certificate of Recognition for excellent Team work for 4th quarter 2003 awarded by Mr. Richard Bleau, System Program Director of Joint STARS. Special invitation & guest of Integra's Chairman of the Board, Entrepreneur of the Year Awards Banquet 2006.