

SHANACORDON

CREATIVITY. DESIGN. ART. COMMUNICATION.

DESIGN

With extensive experience in design and creative direction, I develop brands, products, and promotions that communicate the heart and spirit of a company. I have worked on local and national marketing campaigns for small and large businesses in a variety of industries from software, magazines, and body products, to arts organizations and woodturning tools. I have personally managed branding processes for new companies and new products from the ground up, including logo design and identity systems and standards. In addition, I am a passionate designer in print and digital realms and have a knack for marketing.

As a lifelong performer, director, and educator, I am confident leading teams and clients through creative processes. I am comfortable communicating with clients, software engineers, CEOs, designers, or project managers.

2004–PRESENT FREELANCE DESIGNER AND CREATIVE DIRECTOR

- Independent design, consulting, and branding.

2012–2016 BOULDER BALLET (BOULDER, CO), CREATIVE AND MARKETING DIRECTOR

- Responsible for developing and implementing the marketing strategy for three seasons of performance, resulting in an 8% audience growth.
- Worked with and directed in-house graphic designer.
- Wrote advertising copy.
- Implemented social-media plan.
- Promoted company through speaking engagements and events.

2009–2012 SB WOODTURNING (BOULDER CO), CREATIVE DIRECTOR AND GRAPHIC DESIGNER

- Worked with CEO and stakeholders to develop a target brand strategy.
- Worked with consultants to develop and implement marketing plan.
- Established and implemented design standards.
- Updated logo, designed stationary, website, print advertisements, and product packaging.
- Developed material for trade shows.

2001–2003 TRUESCENTS, LLC (SEATTLE, WA), CREATIVE DIRECTOR AND GRAPHIC DESIGNER

- Responsible for development and implementation of a new line of skincare and body products, including identity, packaging, and marketing collateral.
- Two of the products broke sales records at Costco and were sold extensively throughout the country.

2000–2001 GOURMET MAGAZINE (NEW YORK, NY), PRESENTATION AND GRAPHIC DESIGNER

- Designed marketing collateral, including brochures, presentation boards, sales and merchandising sheets.
- Designed PowerPoint presentations for sales representatives and publisher.

STORYTELLING.

My skills in design and theater augment and enrich each other. I am sensitive to the expressive potential in many forms of media, and can choose the precise elements to create a story and realize an intended result with the greatest impact. I adeptly draw creative solutions from my team and can bridge differences while uniting them for a desired outcome.

EDUCATION.

MFA THEATER, CONTEMPORARY PERFORMANCE
Naropa University 2007

UX DESIGN
Human Factors International, 2001

BA VISUAL ART
Maharishi Int'l University, 1993

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