



PHONE /+01 651 600 2835
MAIL / sheahinshon@gmail.com
LINKEDIN / sheahinshon
PORTFOLIO / SHEAHINSHON.COM

EDUCATION

UNIVERSITY OF MINNESOTA, COLLEGE OF DESIGN
Bachelor of Arts, Graphic Design

May 2024

GRAPHIC DESIGN PROJECT EXPERIENCE

RECYCLES BIKE STORE REDESIGN
Graphic Design Studio, Study Abroad in Copenhagen

Individual
Fall 2022

- Revitalized a relevant visual identity for the bike store "Recycles" in Copenhagen and showed how this design can be unfolded on various deliverables.

RELEVANT EXPERIENCE

GRAPHIC DESIGN AND UX/UI INTERN
Center for Purposeful Leadership

January 2021 - November 2021

- Designed a wide range of collateral using the Adobe Creative Cloud and Canva to visualize and develop innovative designs that met business goals.
- Oversaw website design using Squarespace, optimizing input from the team to make sure that the designs met their goals and vision for the business.
- Managed existing projects to pinpoint possible flaws that may be deterrents to customers' engagement and company's business model.

GRAPHIC DESIGN AND SOCIAL MEDIA MANAGER INTERN
Willia's Oat Milk

June 2021 - August 2022

- Created and scheduled videos, photos, infographics and designs for multiple social platforms.
- Researched and organized a social media strategy across Instagram, Tiktok, Facebook, and Pinterest which grew following organically by a total of 91% or 2800+ within the first year.
- Communicated with the target audience on social platforms by responding to direct messages and engaging with customer comments.
- Converted longer form content (blogs, podcasts, etc) into micro-content (short video posts, stories, reels, etc) suitable for each social media channel.

GRAPHIC DESIGNER AND VIDEOGRAPHER
Orhotic Care Services

May 2023 - Present

- Formulate an updated visual identity and produce visually stunning digital and print collateral that aligns with these new brand guidelines.
- Film, edit, and produce videos that capture the company's approach to treating patients and philosophy behind their products.

SKILLS/LANGUAGE

LANGUAGE

Conversational Proficiency in Spanish

SKILLS

Adobe Illustrator, Photoshop, Indesign, Photography, Videography, Video Editing, Canva