SHANA FIDUCCIA

DESIGN + PHOTOGRAPHY + ART DIRECTION

+ OBJECTIVE

To design things that make the world a better and more beautiful place.

+ EDUCATION

Illinois Institute of Art-Schaumburg

BFA in Graphic Design, December 2009

GPA 3.8/4.0

+ CONTACT

815.608.0690

shana.fiduccia@gmail.com

whatshanadoes.com

+ TECHNICAL SKILLS

PROGRAMS
Illustrator, Photoshop, InDesign, Lightroom, After Effects

SKILLS
Graphic Design, Illustration, Photography, Art Direction, Photo Styling, Content Creation, Social Media, UI Design, Motion Graphics, Print and Catalog Design, Copy Writing, Project Management, Communication, Design Concepting and Strategy

+ FREELANCE

3Q Digital // *2019*
Content, Photography, Social Strategy, Digital Media

Siege Media // *2018*
Social Media, Infographics, Illustration, Blog Content

Kinsa // *2015*
Banner Ads, Digital Media

+ WORK EXPERIENCE

SAN DIEGO ZOO GLOBAL, SENIOR DESIGNER - DEVELOPMENT
November 2017 - Present

Create beautiful and compelling print and digital campaigns to encourage donations to San Diego Zoo's Global's worldwide conservation efforts. Work with email, marketing, major gifts, events, web, membership, and development teams to ensure standards are elevated and upheld as a reflection of this world-class organization's mission to lead the fight against extinction.

ELUM DESIGNS, BRAND CONTENT DIRECTOR
May 2016 - November 2017

Art Directed and managed projects such as website redesign, improved branding efforts, social media, web, PR and marketing campaigns. Shot and styled lifestlye and product photography.

ELUM DESIGNS, INTERIM CONTRACTED ART DIRECTOR
October 2015 - May 2016

Directed the design and production of several new stationery, letterpress and lifestyle product lines while managing the design team, artwork, project timelines, production schedules and overseas vendors.

SHARI'S BERRIES, SOCIAL MEDIA CONTENT DESIGNER
December 2013 - October 2016

Designed engaging and original social content that included illustrated infographics, photo styling, motion graphics and more. Art directed photography and outside vendors.

RTC INDUSTRIES, UI/UX VISUAL DESIGNER
September 2011 - December 2013

Designed beautiful, intelligently designed touch screen applications for major retailers. Responsible for visual ui design, wire framing, logic diagrams, motion graphics, asset and brand management.

SENARIO, LLC., TOY PRODUCT AND PACKAGE DESIGNER
March 2010 - September 2011

Created products and packaging and did production for licensed toys. Licensed designs included Sanrio, Disney and Little Big Planet.