

SHANNON WIDMER

www.simulacra-lab.com

shannon@simulacra-lab.com

Skills

Brand: Brand ID, Brand Strategy, Brand Guidelines

Design: Photoshop, Illustrator, Acrobat, InDesign, After Effects, Dreamweaver, Sketch, Figma

Microsoft: Word, PowerPoint, Excel

Prototyping: Axure, Balsamiq, InVision, Adobe XD

Coding: HTML, CSS

Design Experience

Harver/Outmatch—Dallas and Amsterdam (Remote)

Graphic Designer: November 30, 2020 to present

Duties: Graphic design across Marketing, Sales, Customer Success, and People and Culture. Responsible for design of brand toolkit, sales enablement collateral, presentations, paid advertising, social, video, website (including management of external agency), and management of freelance designers.

FurstPerson, Inc.—Rockford, Illinois (Remote)

Lead Visual Designer: November 28, 2016 to November 29, 2020

Duties: User experience, user interface, web design, video design, presentation, HubSpot CRM administration, and graphic design across sales, consulting, and assessment-driven collateral.

The Regis Company—Golden, Colorado (Remote)

Contract User Interface Designer: December 04, 2012 to May 04, 2014

Duties: User experience, user interface, and graphic design for custom training simulations through wireframing, low- and high-fidelity prototypes, and final visual design. Clients include Defense Acquisition University and Ernst & Young.

M: 701-213-5629

East Grand Forks, MN

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Sophia Learning—Minneapolis, Minnesota (Remote)

Tutorial Reviewer, Visual Design in Communications Pathway: January 21, 2013 to April 15, 2013

Duties: Using subject matter expertise in visual design to review tutorials for an e-learning program that allows individuals to earn college credit. Responsible for reviewing materials to ensure they are error-free, academically correct, and engaging for the end user.

Teleologic Learning Company—Atlanta, Illinois (Remote 2004–2012)

Learning Architect (UI/UX): May 8, 2000 to November 30, 2012

Duties: User experience, user interface, and information architecture design for online learning modules and courses; multimedia development; graphic design; project management. Clients include Naval Postgraduate School, US Fifth Army North, Office for Domestic Preparedness (Department of Homeland Security), and Caterpillar, Inc.

The Eureka Company, Advertising Department—Bloomington, Illinois

Graphic Artist: August 31, 1998 to May 5, 2000

Duties: Designing various 2-D materials, point of purchase displays, website, trade show booths, digital imaging, filing, archiving, press checks, and art direction at photo shoots.

Management Experience

Graphic Designer: Harver/Outmatch

November 2020–Present: Responsible for managing external web agency and freelance designers.

Lead Visual Designer: FirstPerson

November 2016–November 2020: Responsible for HubSpot CRM administration, pulling marketing reports, coordinating marketing, SEO, and content contractors, coordination of web development team, mentoring of Interaction Designer, presenting to Executive Team.

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NPS Projects Manager: Naval Postgraduate School clients for Teleologic Learning Company
April 2010–August 2012: Responsible for standard support administration, writing of monthly reports, problem-seeking, proposal writing, pricing, coordination of development team, and communication with U.S. Navy contracting office.

Learner Support Manager: Leader Development & Education for Sustained Peace (Naval Postgraduate School) client for Teleologic Learning Company

February 2009–April 2010: Development and deployment of training material for learner support staff, coordination of support schedule, responding to active online learners in a technical support capacity.

Design Manager: Center for Homeland Defense and Security (Naval Postgraduate School) client for Teleologic Learning Company

March–September 2005: Managed the workflow of junior graphic designers and approved their designs for submission to CHDS Principal Learning Architect and Program Manager.

Education

2010 MFA Web Design + New Media (Valedictorian): Academy of Art University

1998 BFA Graphic Design (Magna Cum Laude): Edinboro University of Pennsylvania

Teaching Experience

University of North Dakota—Grand Forks, ND

Instructor/Lecturer of Graphic Design Technology: June 2014 to December 2016

Classes: User Interface Design, Graphic Design Software and Technologies I & II, Web Design, Field Experiences in Technology, Multimedia Production, Senior Capstone I & II

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The Academy of Art University—San Francisco, CA

Online Instructor: June 2011 to August 2014

Classes: Web Tools: Standards Compliant, User Experience Design 1, User Experience Design 2

Directed Study Advisor, Web Design + New Media: September 2010 to May 2011

Rasmussen College—Bismarck, ND

Online Adjunct Instructor: April 2014 to June 2014

Classes: Fundamentals of Web Authoring and Design

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