



DYLAN SHELLEY

Graphic Designer

I am an experienced visual designer located in Northern New Jersey with a focus in Logo Design, Branding, Packaging & Video. My goal is to create eye-catching designs that leave a lasting impact and have developed my skills over the years in both web and print to see them through every step of the way: from early concept sketches, to final print-ready files and creative online marketing. I strive to only release work that reflects a high standard, and challenge myself with each project to push the boundaries of modern design.



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WORK EXPERIENCE

Graphic Designer III 2019-PRESENT PNY Technologies Parsippany, NJ

At PNY I have refined my skills in both print and web graphics to create visually appealing marketing material to help promote PNY's brand such as web & social media banners, product image renders, retail packaging, tradeshow booths, and more.

Currently working as a Graphic Designer III where I manage and direct a mid-level designer under my supervision, I am responsible for producing and delegating many graphics that are sent out to various areas of the company (PNY, PNY Pro & XLR8 Gaming).

- Created multiple consumer videos highlighting PNY's products including USB Flash Drives, SD & microSD Flash Memory Cards, and NVIDIA GPUs
- Designed and updated many packages for PNY's full line up of products sold worldwide in Walmart, Best Buy, Office Depot, Dollar General, and more
- Responsible for generating consumer product gallery images for PNY's website and on their many distributor's websites (Walmart, Amazon, Office Depot, Best Buy, etc.)

Freelance Graphic Designer 2018-2021 StrixMedia Morristown, NJ

I worked as an independent contractor for video production company StrixMedia, creating original marketing solutions and graphics for their company as well as their clients.

- Designed apparel and other promotional material for StrixMedia's brand including flyers, pop-up tradeshow banners, social media graphics, eblasts and website icons
- Worked with company's clients directly to design original, full branding packages including logo designs, business cards, letterhead, icons, apparel, sell sheets and podcast cover art

Designer / Production Assistant 2015-2017 The Graphix Spot Budd Lake, NJ

I started at The Graphix Spot as a part-time intern, and soon after advanced to a full-time employee where I worked closely with owner Matthew McTaggart to further my expertise in the world of print media, assisting in the creation of high-quality signage, tradeshow booths and other in-house printing solutions.

- Assisted in the design, printing, and installation of high-end store front signage, vinyl window, wall & vehicle wraps, tradeshow displays, and more as a designer and production assistant
- Furthered my knowledge of print production by learning how to properly set up print-ready CMYK files as well as run and maintain a Mutoh Wide Format printer, laminator, and plotter

EDUCATION

BFA - Graphic Design 2016-2018 Robert Busch School of Design at Kean University Union, NJ

Associate of Applied Science 2013-2016 County College of Morris Randolph, NJ

ACHIEVEMENTS & QUALIFICATIONS

- Designed Logo for local Lutheran Church
- Designed several original packages for different PNY products
- Designed Food & Drink Menu for local restaurant, Rust Tavern
- Achieved Dean's List for 2 consecutive years at Kean University and Graduated Cum Laude from 2013-2016
- Printed and Installed Large Format Vinyl Wraps for Nickelodeon's booth at NYC Comic Con 2016 with The Graphix Spot
- Won awards for Best Design and Best Presentation at 2015 Design Derby Competition held at a Ramapo college amongst a team of 5 people
- **Leading & Managing People [Effectively]**
Certified Udemy Training Course
- **Advanced Adobe Premiere Pro CC Training**
Certified Udemy Training Course
- **Advanced Photoshop Training**
Certified American Graphics Institute (AGI) Training Course
- **Unreal Engine 5: The Intermediate Course**
Certified Udemy Training Course

Proficient In



Adobe CC
Full Suite of Applications



Basic HTML,
CSS & JS



Unreal Engine



Blender