



DYLAN SHELLEY

Graphic Designer

I am an experienced visual designer located in Northern New Jersey with a focus in Logo Design, Branding, Packaging and 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 new design to push the boundaries of modern design.



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EDUCATION

BFA - Graphic Design

2015-2016

Robert Busch School of Design at Kean University
Union, NJ

Associate of Applied Science

2013-2014

County College of Morris
Randolph, NJ

ACHIEVEMENTS

- Developed Logo and Brand Guide for local Lutheran Church
- Designed several original packages for a variety of PNY Products sold in retail stores worldwide
- 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 2015-2016
- 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, competing against other local colleges to develop the most cohesive advertising campaign for the same client in the span of 4-5 hours

TRAININGS/QUALIFICATIONS

- 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



HTML & CSS



Blender



Unreal Engine 5

WORK EXPERIENCE

Graphic Designer II

2019-PRESENT

PNY Technologies
Parsippany, NJ

At PNY I have refined my skills in both print and web graphics to create visually appealing marketing collateral to promote PNY's brand including Web/Social Media banners, official Product Renderings, Retail Packaging, Tradeshow Booths & Pull-Up Banners, Sell Sheets & Product Brochures, etc.

- Designed & edited multiple consumer videos highlighting PNY's products including USB Flash Drives, SD & microSD Flash Memory Cards, and NVIDIA's full lineup of consumer & professional GPUs
- Designed and updated many packages for PNY's full line up of products sold worldwide in Walmart, Best Buy, Office Depot, and more
- Responsible for generating consumer product gallery images for PNY and other distributor's websites

Freelance Graphic Designer

2016-2018

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

Graphic 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