



***YES, I HAVE A LOT OF EXPERIENCE.***

I AM ABLE TO CONNECT WITH ANY CUSTOMER AND DELIVER MEANINGFUL, MEMORABLE AND STRONG EXPERIENCES SURROUNDING ANY BRAND OR PRODUCT ...

Because, since working in this industry, I have been in the business of turning **“what if?”** into **“why not?”**

# shane morris

## CREATIVE ROLE - SENIOR ART DIRECTOR

### OBJECTIVE

To be working with a great team. Any company would benefit from me as much as I will benefit them. I strive to always learn, improve and push things as far as they can go. Let's talk so I can have the opportunity to **"convince you more."**

### EMPLOYMENT

#### CREATIVE DESIGN SPECIALIST

**Shane Morris Design L.L.C.** - December 2019 to Current

Web Project Manager, Creative Director, UI/UX Specialist, Designer, fitting many roles in all facets of design. Working collaboratively with clients such as GM, Ford, Lincoln, Chrysler, Campbell-Ewald and Benzinga. Helping to manage their brands, ideals and offering design consulting and support for a number of different deliverables.

#### LEAD UI/UX DESIGNER

**Tespo** - June 2019 to Present to December 2019

Lead role for a collaborative team of engineers and designers. Directing all user flow, discovery, conversion ideation, design, wire framing (low and high fidelity), storyboarding and development for an e-commerce site and health application. Delivering and testing prototypes for Android, IOS, web and desktop. Working in an agile environment while taking advantage of daily scrum. Having kick-off meetings while ensuring all deadlines were being met. Keeping awareness of industry emerging UX/UI trends and standards with a strong focus on functionality, processes and tools.

#### SENIOR ART DIRECTOR / ASSOCIATE CREATIVE DIRECTOR ROLE

**Jackson Dawson Communications** - April 2004 to June 2019

Collaborating with our team as the lead designer/creative implementing the ideation, design, research and development of many different facets of UX/UI and product design. Following branding closely with clients such as Lincoln Motor Company, Ford Motor Company, FCA and other lead automotive companies involving training and consumer based events and locations. Oversaw and developed the construction of interactive displays, applications that have been seen in many of the automotive dealerships and experience centers around the world.

#### GRAPHIC / WEB DESIGNER / ART DIRECTOR

**Group55 Marketing** - January 2001 to April 2004

Directed and designed websites including Ronnisch Construction, BCC Community Bank, Amerisure Insurance and Comerica. Also created collateral materials, tv-spots, direct mail, corporate ID, package design, product launches and social media.

### EDUCATION

#### Degree

BFA., Graphic Design Emphasis 1996  
Grand Valley State University

ShaneMorrisDesign.com  
**(313) 212-8891**  
smorris@shanecreates.com

### Software

Expert at Adobe (CC) Software  
Sketch  
Envision  
Powerpoint/Keynote  
... More

### Volunteer

#### Active Board Member

Detroit Association for Direct Marketing

### Achievements

#### Award of Excellence

AMERICAN CORPORATE IDENTITY 20

#### 2 Vision Awards

WEBSITE DESIGN

#### Runner-Up for WineMaker Magazine

WINE LABEL LOGO DESIGN 2010

#### PUBLISHED DESIGNS

**ColorGraphics** - ROCKPORT

**Colossal Design** - HOW DESIGN BOOKS

**Graphically Speaking** - HOW DESIGN BOOKS

**Big Book of Layouts** - COLLINS DESIGN

**Best of Brochure Design 8** - ROCKPORT

#### OTHER:

Freelance work with such clients as Scotty Bowman, Isiah Thomas, Darren McCarty, Corliss Williamson "Big Nasty", The NFL Wives Association, Steve Yzerman, Future Speed and several other childrens non-profit associations.



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