

SHANTAL HENRY

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EDUCATION

New Jersey City University

B.F.A., Graphic Design | May 2016 | G.P.A. 3.8

Hudson County Community College

A.A., Graphic Design | May 2013 | G.P.A. 3.9

EXPERIENCE

Vital Strategies

SENIOR DESIGNER | JANUARY 2020 – PRESENT

- Conduct design workshops to evolve company design systems across global divisions.
- Explore solutions that create visually compelling and engaging brand and storytelling experiences.
- Lead design and development on web based products for national campaigns through research and interpretation of user experience best practices.

Pure+Applied

GRAPHIC DESIGNER | JULY 2016 – JANUARY 2020

- Manage creative storytelling experiences in print, digital, and exhibition projects by providing consistent communication with client leads, fabricators, and the internal design team.
- Synthesize and review client briefs to produce designs for cultural, non-profit institutions.
- Create initial solutions based on client expectations and passionately guide project exploration toward ultimate goals.

New Jersey City University

GRAPHIC DESIGN & MARKETING INTERN | JUNE 2015 – JUNE 2016

- Designed reinvigorating marketing materials for enrollment and city-wide event campaigns for print and web while maintaining University branding guidelines.
- Led execution and production for printed matter while prioritizing detailed client communication and team collaboration.

New York Daily News

GRAPHIC DESIGN & MARKETING INTERN | SEPTEMBER 2015 – MARCH 2016

- Executed visually compelling infographics for online marketing content with prompt turnaround.
- Provided cross-channel solutions through independent and thorough research on contemporary design methods to attract additional audience demographics.
- Created branded media kits and micro-site prototypes to promote native advertisements and long form featured articles.

SKILLS

- Design: Photoshop, Illustrator, InDesign, After Effects, Canva
- Web: HTML/CSS, Squarespace, Wordpress, Adobe XD, Sketch, Mailchimp, Figma, Jira
- Project Management: Monday.com, Asana

MEMBERSHIP

- America Needs You Mentor Coach
- America Needs You 2012 Fellow Alumni