

S / B E A U

DESIGN

PROFESSIONAL EXPERIENCE

S/BEAU Design Brooklyn, NY & San Francisco, CA Owner Creative Director/Designer	<ul style="list-style-type: none">• Branding, identity, brand guidelines, stationery, marketing materials, catalog design, merch, packaging, web design, environmental graphics, building and wayfinding signage, social media strategy and design and photography/video creative direction• Project management: independently manages all aspects of projects (client engagement, proposal writing, strategy, design, presentations, invoicing, vendor sourcing and production)	July 2004 - present
Aleph Farms Rohovot, Israel Creative Director (remote)	<ul style="list-style-type: none">• Company rebrand including strategy, brand guidelines, stationery, marketing presentations, apparel, web design, social media strategy and design, environmental graphics, photography/video creative direction, promotional event design, planning and curation and office interiors design direction and project management	Oct. 2020 - July 2023
The Republic of Tea Novato, CA Senior Designer/Art Director	<ul style="list-style-type: none">• Design and print production for tea labels, packaging, displays, signage, marketing materials and catalogs• Photography creative direction, styling and project management• Sip Tank team member, developed new tea lines and products	Nov. 2010 - Feb. 2014
JUICE Pharma Advertising New York, NY Art Director	<ul style="list-style-type: none">• Art director/designer for Merck Vaccination programs and Zostavax Vaccination print and web-based marketing materials	Nov. 2010 - Jan. 2011
Rockwell Group New York, NY Senior Designer	<ul style="list-style-type: none">• Retail environmental graphics and signage, hospital wayfinding signage design, brand strategy and new business graphic support	May 2010 - Nov. 2010
Gensler New York, NY Designer	<ul style="list-style-type: none">• Print design, environmental graphics design, interior/exterior dimensional signage, wayfinding and code signage• Responsible for all project work including strategy, conceptual through implementation design, client presentations, design drawings, production and installation management	Nov. 2004 - Nov. 2008

EDUCATION

Pratt Institute	Masters in Communications Design	2002-2004
Central Connecticut State University	Design / Graphic Information	2000-2001
Southern Connecticut State University	Bachelor of Science in Art Education, Minor in Art History	1994-2000
Study Abroad in Italy	Painting & Art History Studies	1999

AWARDS

Fast Co. Innovation by Design	Honorable Mention in Biodesign Category for Aleph Cuts	2023
Brand Packaging Magazine	Call For Entries Award Show	2013
The Advertising Club of Connecticut	Derek Bordeau Student Award	2002

FREELANCE CLIENTS

EIIEVEN Vodka	BKLYN LARDER
Van Gogh Vodka	IIDA NY Chapter
Kaleidoscope Foods	Google Cafe
True Story Foods	
OnClimate LLC	
Rancho Llano Seco	
Violetta Flowers	

CLIENTS

Aleph Farms
GG Parks Conservancy
The Republic of Tea
Harry and David
Virgin Mobile
American Red Cross NY
Royal Caribbean

COMPUTER SKILLS

Adobe Creative Suite	Canva
Cad Tools	Octopus.do
Figma	Sprout Social
Monday	WhatsApp
Slack	Microsoft Office
Trello	
Miro	

SHANNON BEAUCHAINE McNULTY

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