

Shelly Rice

Graphic Designer

Profile

It's graphic design done better! With over 20 years of experience in Marketing, Visual Design, Illustration, and Marketing Strategy, I have refined the art of balancing different needs while always putting my best work forward.



Contact Details

- 814.494.2402
- shelly@shellydesigns4u.com
- www.shellydesigns4u.com
- Hollidaysburg, PA

Skills



Graphic design
applications



Design
principles



Typography



Ideation



Communication



Time
management

Experience

Office Manager - Holtzinger Publishing

1999

- Office management responsibilities, proofing layout copy, typesetting ads, designing monthly real estate guide

NIE Coordinator/Assistant Circulation Director/Account Executive - Bedford Gazette/Shoppers Guide

1999 - 2003

- Coordinating newspapers in local classrooms, customer service, circulation inquiries, designing ads and special editions, selling advertising for specialized publications

Senior Composition Specialist - NPC, Inc.

2003 - 2015

- Composing manuals, bulletins, publications, and magazines, by compiling, sorting, and verifying the accuracy of source documents

Marketing Coordinator/Graphic Designer/Brand Specialist - NPC, Inc.

2015 - Present

- Building employee engagement and brand experiences, extensive understanding of typography, layout, and design, working knowledge of printing procedures, photography, and illustration, acute understanding of marketing and branding concepts

Education

Pennsylvania State University 1997 - 2000

Associate's Degree

- Business, Management, Marketing, and Related Support Services