



# ART DIRECTION/DESIGN

lakshanahall.com

## EXPERIENCE

### Lead Designer/ Creative Intern

Engage Marketing  
May 2020 - Present

- Design and implement branding for our clients that led to the most-recorded daily sales of \$20,000
- Create more than ten weekly advertisements each for four main clients to generate product awareness and purchases on Instagram, Snapchat, and Facebook
- Develop and execute the creative vision behind the content creation for clients' products to establish a clear brand identity

### Student/Mentee

Publicis Health Academy  
June - July 2020

- Selected to learn and network in the Publicis Health Academy for a holistic understanding of the company and the health advertising field

### Graphics Editor

Rouge Magazine  
September 2019 - Present

- Collaborate with a team to create a theme and cohesive design for a student-run editorial fashion magazine each season

### Freelance Graphic Designer/Illustrator

@shanasartt  
May 2020 - Present

- Create and manage an online business selling personalized illustrations, logos/brand kits, and other designs through my Instagram

### Co-Creative Director/ Art Director

Talking Dog Agency  
September 2019 - Present

- Coordinate with peers to develop a brand identity for Talking Dog, produce content for our social media/website, and lead the art directors on various client initiatives
- Devise and develop the innovative strategy behind the campaign with client Nebo Agency by introducing cohesive brand guidelines, social media graphics, and the vision behind photo/video content

### Graphic Design Intern

Athens Leisure Services  
September 2019 - July 2020

- Plan and design annual reports, social media graphics, invitations, and any other promotional media to advertise events and successful endeavors

### Visionary

22squared Mobilization Competition  
February 2019

- Worked on a team as the art director to create a campaign to increase website traffic for Georgia Equality
- Pitched the creative concept to the client contributing to our team placing 2nd in the competition

## EDUCATION

### University of Georgia

Class of 2020  
Grady College of Journalism  
and Mass Comm.

- B.A. Advertising
- Minor in Studio Art
- Certificate in New Media
- GPA: 3.89/4.00

### UGA Cannes Lion Festival Study Abroad

- Explored award winning creative campaigns during the largest festival for advertising and creative communications

## SKILLS

- Adobe Creative Cloud
- Procreate
- Microsoft Suite
- Videography/Photography
- HTML/CSS, WordPress
- Shopify
- Google Analytics
- Conversational French