

Shawn O. Powell

Graphic Designer and Illustrator



435-840-6292 Tooele, Utah, USA

Sproctacle@gmail.com <https://sproctacle.dad>

Organized and creative designer, digital illustrator, for informative document layouts, engaging presentations and interactive learning courses. Use creative processes to make complex ideas into simply informative visuals in many styles.

EXPERIENCE

Sign Designer, YESCO, SLC, Utah – November 2024 to Current

Created sign specification designs for channel letters, monuments, pole and backlit signs.

Freelance Graphic Designer, Sproctacle Design, Tooele, Utah – November 2022 to November 2024

Created educational powerpoint presentations, illustrations and graphics remotely for freelance clients.

Graphic designer/Illustrator, ELB Learning, American Fork, Utah – August 2016 to November 2022

Started, improved and defined the design process for instructional designers and developers for e-learning courses for Fortune 500 companies. Achieved client approval at look and feel stage from clients. Planned and produced branded and themed templates, with editable assets, vector graphics, illustrations, infographics and diagrams. Typeset ILT teaching guides, designed themed PowerPoint proposals and prepared job aides. Included clients were Amazon, Coca Cola HBC, FedEx, P&G, Paypal, Sigma Chi, The Void and many others.

Production Artist, Allencomm, SLC, Utah – September 2006 to August 2016

Collaborated with teams of writers, programmers, and motion artists to make engaging graphics for successful online courses for Fortune 500 companies, including Nike, Deutsch Bank, Toyota, HP, Petco and many others.

- Informative diagrams and illustrations
- Photo searching and editing
- UI/UX Design
- Motion graphic storyboards
- Adobe Animate clips
- Typography and proofreading

ACCOMPLISHMENTS

Designed and illustrated monthly newsletters, drawn consistent illustrated pose characters and icon series, styled maps and charts, drawn and vectorized poster sets, and plan, write and draw an ongoing graphic novel series of 5+ books. I have a passion to design and illustrate engaging and educational media.

SOFTWARE

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe XD/Figma

Sketchup

MS Powerpoint

Articulate Storyline

Procreate for iPad

EDUCATION

Graphic Design, Associate of Science, Salt Lake Community College. 3.8 President's List